
02

Storyboard and Empathy Map

*5 Working Backwards
Questions*

*Storyboard and
Empathy Map*

*Solution
Press Release*

Solution FAQs

Solution Prototype

Storyboard and Empathy Map

STORYBOARD.



A photograph of a long, straight asphalt road with yellow dashed center lines leading towards a range of blue mountains under a clear sky.

EMPATHY MAP

Storyboard and Empathy Map

END USER 15+

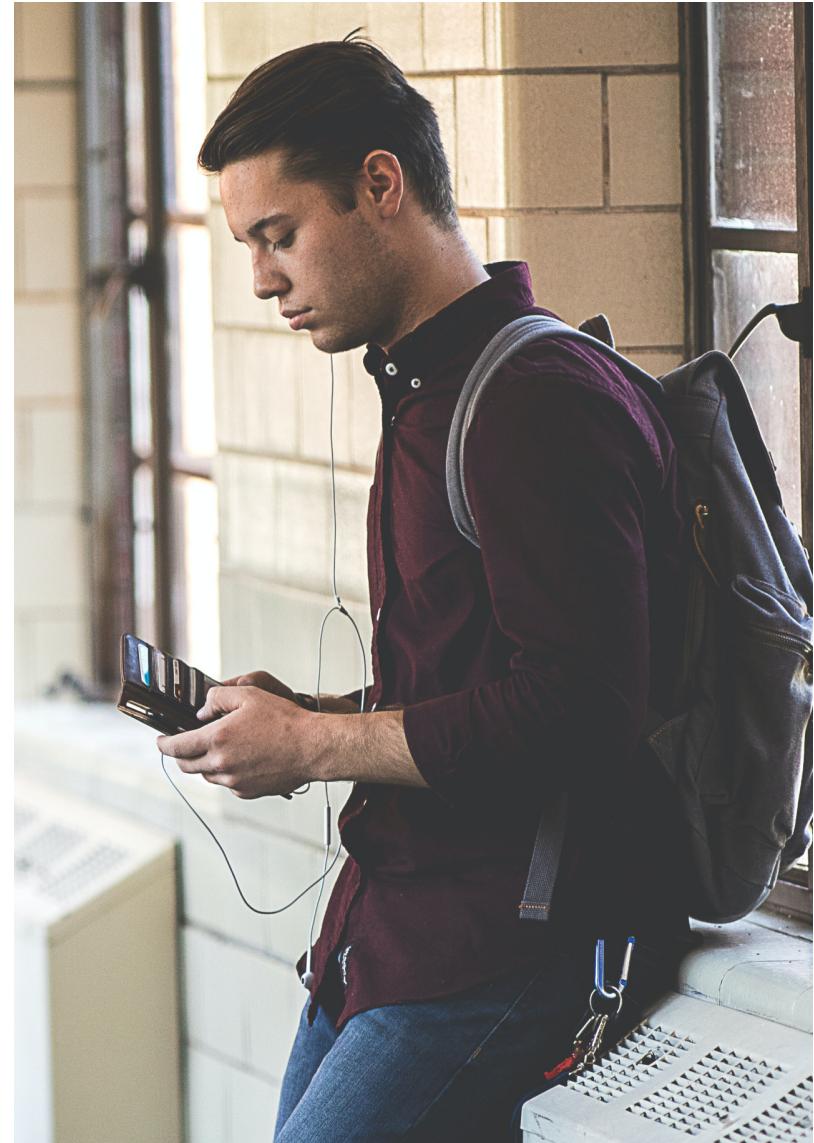
Name Thomas (21), german citizen/student

- Feelings
- wants to be more connected
 - wants to have a jogging group with students
 - wants to get ratings of the best jogging track
 - wants to help new students to adapt to the city
 - doesn't want to give his information to private companies

- Pain Points
- missing connection to other citizens
 - feeling alone in a big city
 - lack of data protection

- Overall Goals
- informed about sport activities (especially jogging)
 - help for newcomers to the city
 - privacy

- Influences
- living alone/in a family/in a student residence
 - living in a house or flat
 - location of the house (nearby a park or motorway)



Storyboard and Empathy Map

END USER 30+

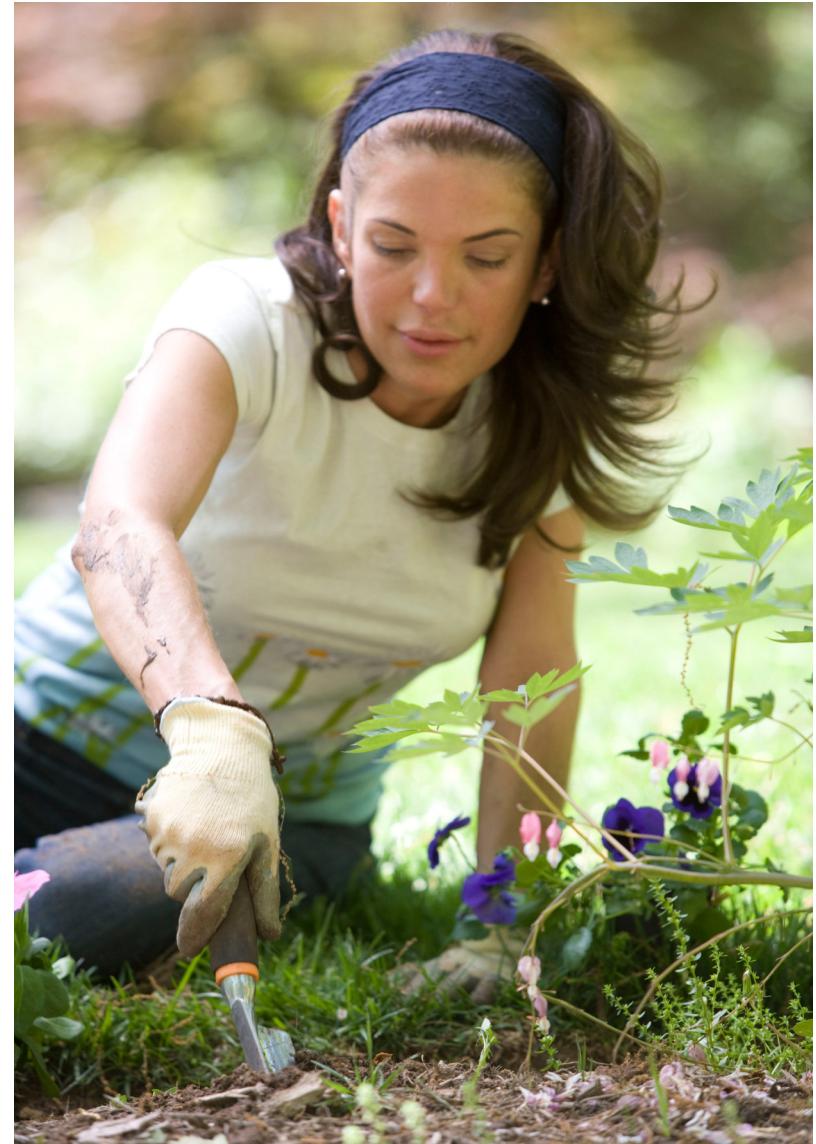
Name Monika (41), german citizen

- Feelings
- wants to be more connected with fellow gardening enthusiasts
 - wants to see the offer of gardening lessons
 - wants to get advices from local gardening specialists
 - doesn't want to give her information to private companies

- Pain Points
- can't find people to have a gardening conversation with
 - her bonsai doesn't get the right care but she doesn't know who to ask
 - lack of data protection

- Overall Goals
- informed about botanical events
 - find like-minded people in the area
 - privacy

- Influences
- living alone/in a family/
 - living in a house or flat
 - location of the house (nearby a park or motorway)



Storyboard and Empathy Map

END USER 50+

Name Inge (67), german citizen

- Feelings
- lives alone
 - wants to be connected with people of the same age
 - wants to exchange cake recipes
 - wants to give shelter to exchange students
 - wants to help new students to adapt to the city

- Pain Points
- missing connection to other citizens
 - feeling alone
 - lack of data protection

- Overall Goals
- informed about local events for elderly people
 - wants to meet new people who love baking as much as she does
 - privacy

- Influences
- living alone/in a family/in a student residence
 - living in a house or flat
 - location of the house (nearby a park or motorway)

