



Empathy Map

Synthesize what users say, think, feel and do

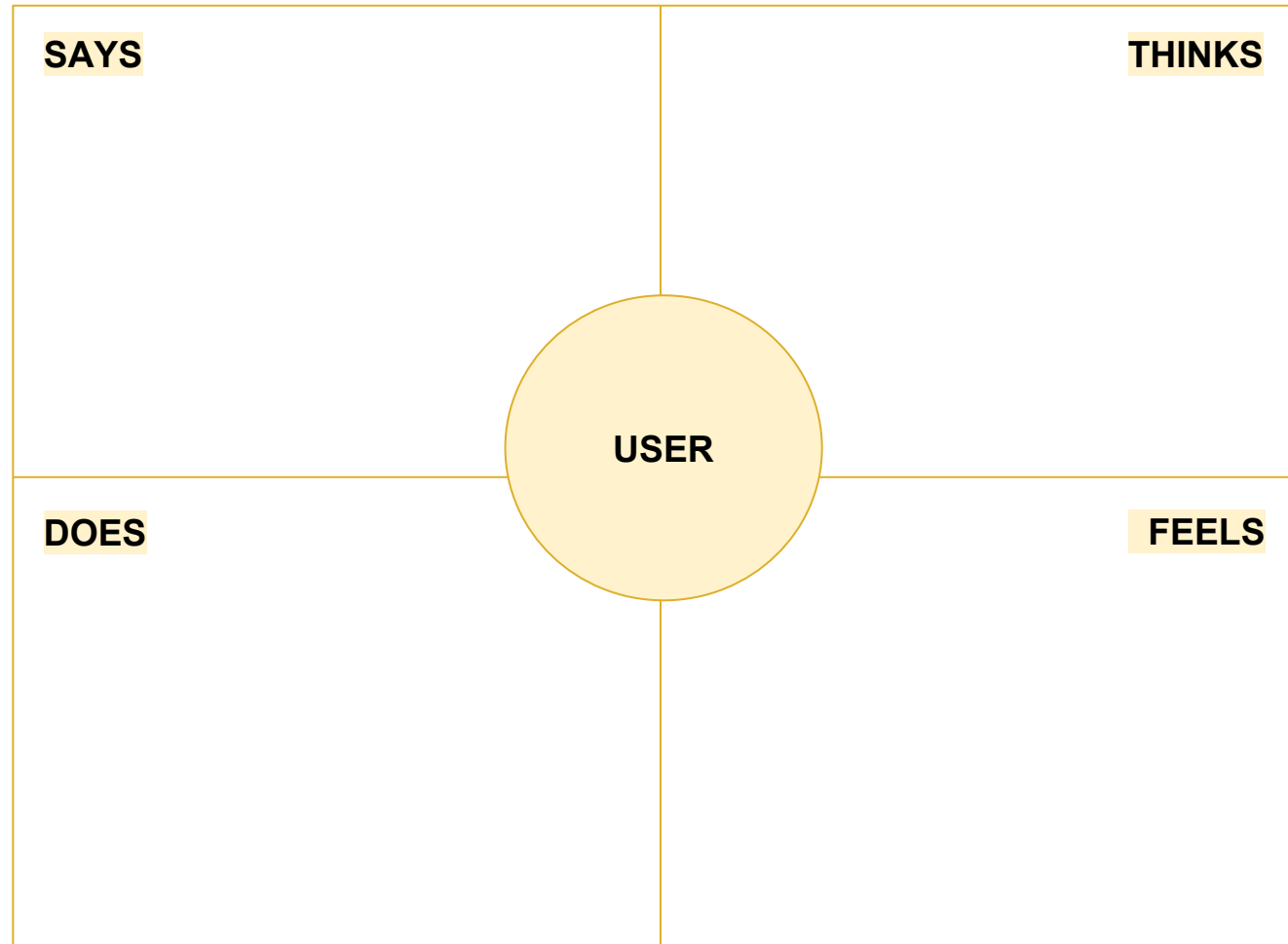




Empathy phase - The Empathy Map



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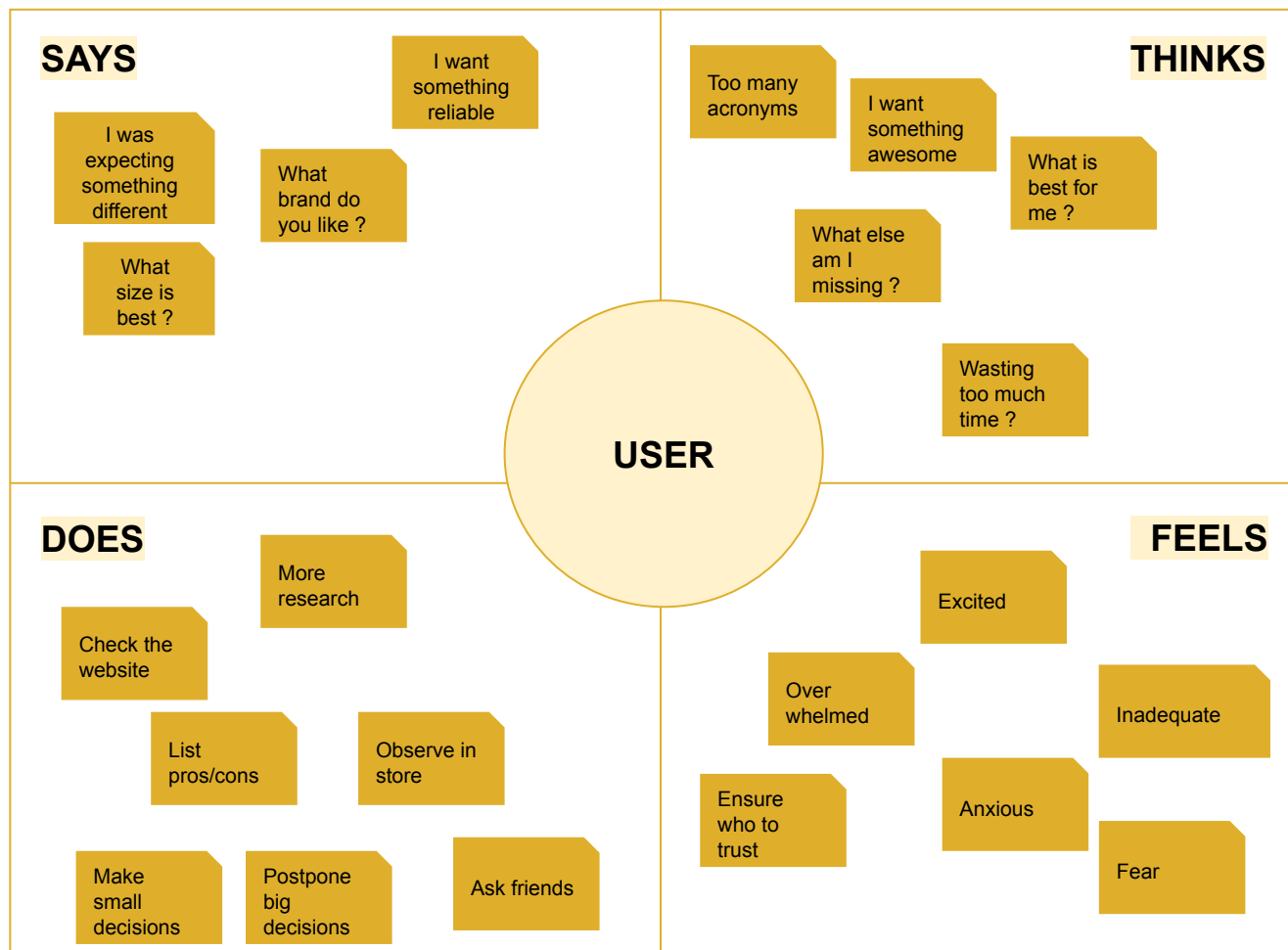




Empathy phase - The Empathy Map



Exemple : Buying a TV





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