



























Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Interesting Features

Updating Features

Prices of Games

Stress Free

Battery Capacity and Data Usage

Can Improve Learning

Graphics



Give them a name and a portrait to empathize with your persona.

Brainstorm & idea prioritization

Use this template in your next brainstorming session so your ideas can connect their relationships and then simplify complex ideas if you're recording in this same tool.

10 minutes to prepare

10 minutes to brainstorm

10 minutes to summarize

Before you collaborate

1. Select your collaborator(s) and assign them a role in your group.

2. Assign roles

3. Assign goals

4. Assign tasks

5. Assign resources

Define your problem statement

Write a problem statement that is clear, concise, and specific. This will be the focus of your brainstorming session.

1. Problem statement

2. Problem statement

3. Problem statement

4. Problem statement

5. Problem statement

Brainstorm

Write down any ideas that come to mind, no matter how silly or outrageous. The more ideas, the better.

1. Brainstorm

2. Brainstorm

3. Brainstorm

4. Brainstorm

5. Brainstorm

Group ideas

Take your ideas and group them into clusters or themes. This will help you see the relationships between your ideas.

1. Group ideas

2. Group ideas

3. Group ideas

4. Group ideas

5. Group ideas

Prioritize

Now that you have your ideas grouped, it's time to prioritize them. Use the matrix below to rank your ideas based on their impact and effort.

1. Prioritize

2. Prioritize

3. Prioritize

4. Prioritize

5. Prioritize

After you collaborate

Now that you have your ideas grouped and prioritized, it's time to implement them. Use the matrix below to track your progress.

1. After you collaborate

2. After you collaborate

3. After you collaborate

4. After you collaborate

5. After you collaborate

10 minutes to prepare

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