



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?

have
animated
message
bubbles

Users
friendly

It has
conversational
UI



Thinks

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

Is cheap or
expensive?

is this
implementation
is easy or not?

Is this
flexible?

if this
software
adaptable in
future
technology?



Adaptive mail:
A flexible Email
client app



sending a
message
by typing
into a text



It display
history of
messages

User
interactions
with UI



Is this
reliable?

if it works
fast?

if it is highly
protective?

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?