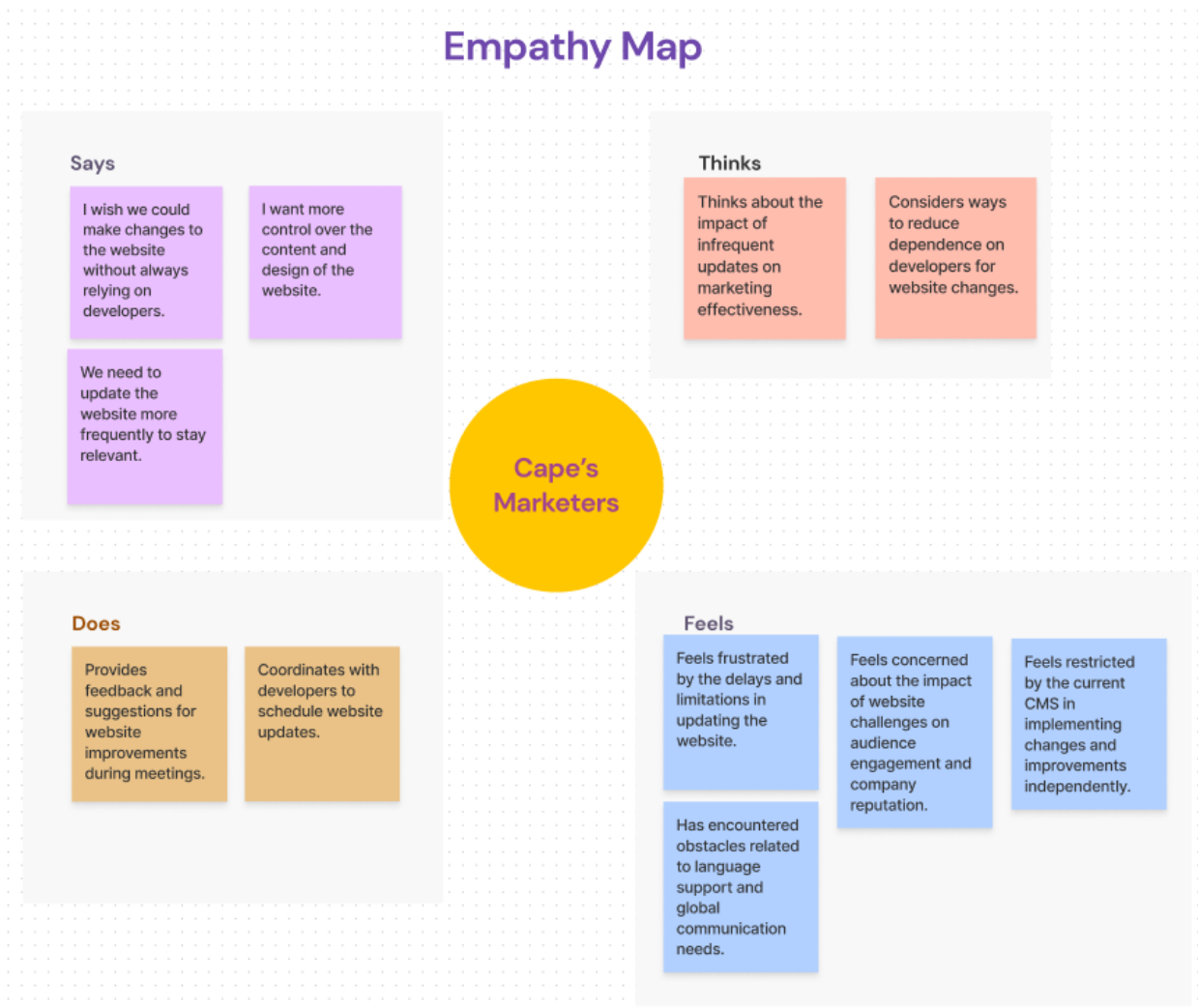




Empathy map



Creating an empathy map helped me to gain a deeper understanding of the users' needs, desires, behaviors, and emotions.

Says:

The stakeholder voices a desire for increased autonomy in website management, expressing frustration with the reliance on developers for updates. They emphasize the need for more control over content and design and stress the importance of frequent updates to maintain relevance.

Thinks:

Internally, the stakeholder contemplates the consequences of infrequent updates on marketing effectiveness. They consider strategies to lessen dependence on developers and reflect on challenges related to language support and global communication needs.

Does:

Externally, the stakeholder actively participates in meetings, providing valuable feedback and suggestions for website improvements. They collaborate with developers to schedule updates, demonstrating a proactive approach to address challenges.

Feels:

Emotionally, the stakeholder experiences frustration and concern due to delays and limitations in updating the website. They worry about the potential negative impact on audience engagement and company reputation. Additionally, they feel constrained by the current CMS and encounter obstacles related to language support and global communication needs.