

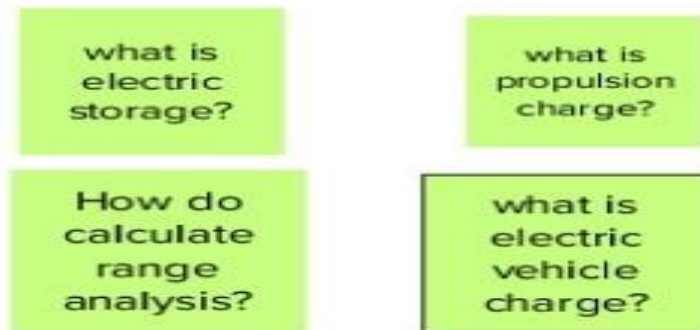


Build empathy

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

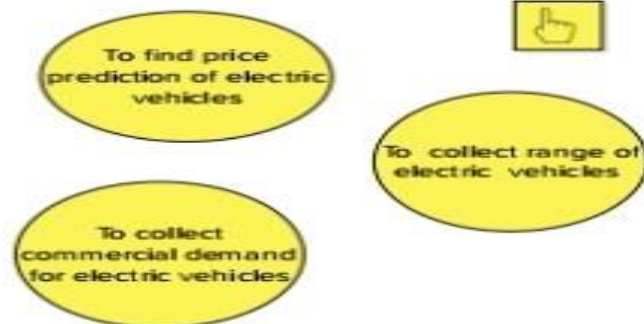
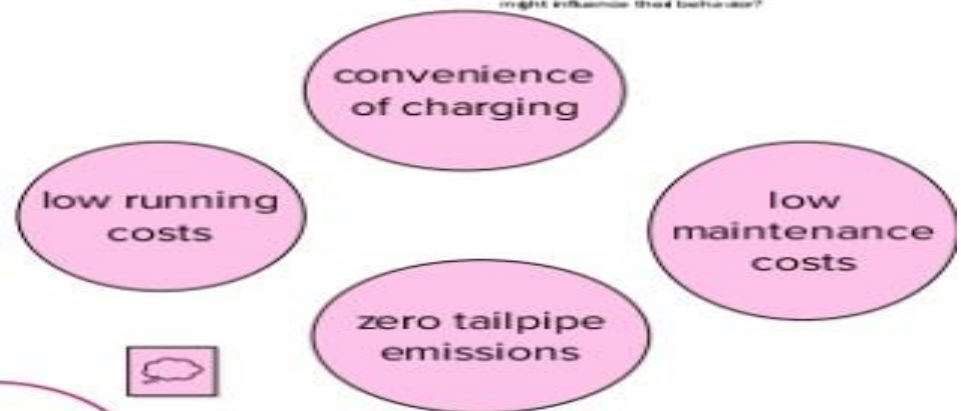
Says

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



Thanks

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



Does

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

Fears

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