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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?

Developer
updates are the
major
disappointment
right at present

Seasonal
updates can
increase the
users

version
updates.

the game's
updates is
disappointing
number of
updates being



profits
through any
investment.

Short-term
profits
increase the
game.

updates
increase can
change the
game's
exterior

There will be
more
updates
available, and
more



playing a
game, game
can change
our mind.

the games
should be
knowledge
game

Addictive is
the major
part of
game's
experience.

Playing
game for
long hours
causes
disorder.

to work
longer on
updates to
explore new
idea.

playing over
the game
needs lots of
concentration,
physical fitness.

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?



Need some
inspiration?

See a finished version
of this template to
kickstart your work.

[Open example](#) →

