

Positive feedback

What do you like about this idea?
What will benefit our organization, customers, or users?
What are you excited about?

Negative feedback

What is not working very well?
What worries you?
What do you wish was different?

Techpro solution
Empathy Map
(TV)

I was
expecting
something
different

Where should
I start?

Excited

Inadequate

What size is
best?

Fear



More
research

What else
missing?

Make small
decisions

Check the
website

Wasting to
much time

I want
something
awesome

Ideas

What new ideas do you have?
How would you build upon the work done so far?
What has untapped potential?

Unanswered questions

What is still unclear?
In what ways do you feel confused?
What seems missing?