

**FitFlex: Your Personal Fitness Companion**  
**Ideation Phase**  
**Empathize & Discover**

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**Empathy Map Canvas:**

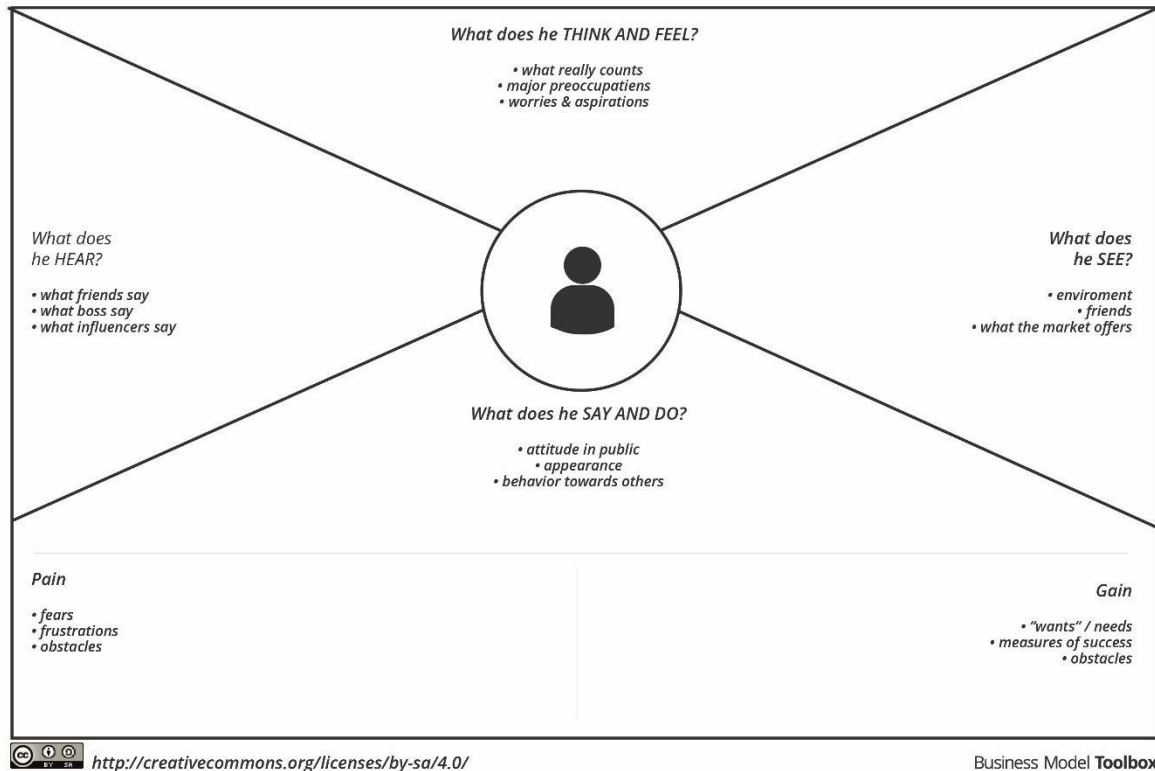
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

**Example:**

## Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



### Says

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

I want to  
track my  
workouts  
easily.



### Thinks

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

Am I making  
progress?



**Shivani Kapoor**  
Fitness Enthusiast

Logs  
workouts,  
checks trends,  
looks for  
motivation.



### 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?



Excited when  
progress is  
visible,  
discouraged  
if not.

[See an example](#)