

User Empathy Map

FEELS

- Excited to capture special moments and memories.
- Anxious about how the photos will turn out.
- Hopeful that the photographer understands their vision.
- Nostalgic when reflecting on past experiences or events to be captured.

THINKS

- Concerned about finding a photographer who can capture their unique style.
- Considering the budget and the value they will receive from the photography service.
- Thinking about how the photographs will be perceived by friends, family, or colleagues.
- Reflecting on the significance of the moments being captured.



SAYS

- "I really want these photos to reflect our family's personality."
- "Can we try a different backdrop for this shot?"
- "I'm excited to see how the photos turn out!"
- "Thank you for capturing such beautiful moments."

DOES

- Visits the studio for consultations and bookings.
- Provides feedback on the preferred style and mood for the photoshoot.
- Collaborates with the photographer during the session to achieve desired poses and shots.
- Shares the final photographs with friends, family, or on social media platforms.