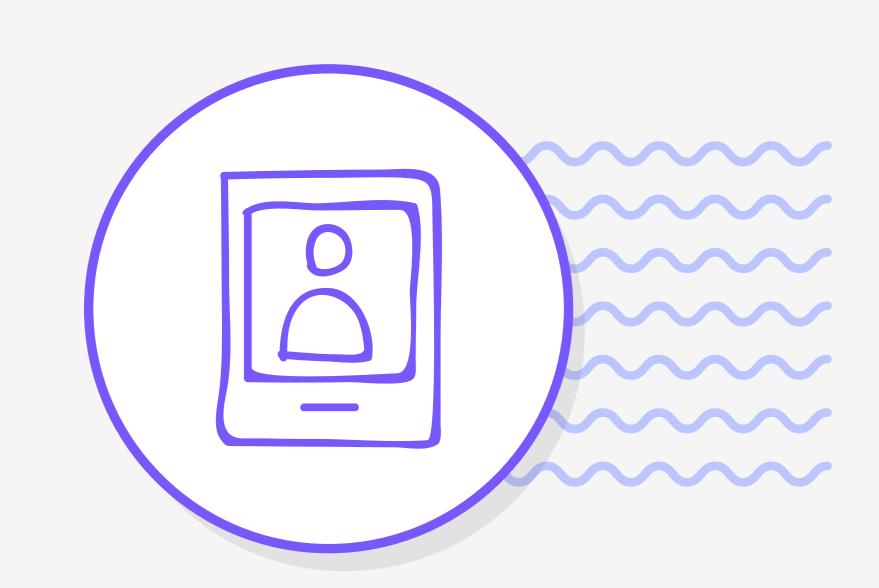


Build empathy

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



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Says

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

Kickoff consideration. Says how to make startup decisions,how to invest.

Strategy.
Says how to tackle and making the processes.

Opportunities for innovation.
This is beneficial for creative individuals.

might influence their behavior?

What are their wants, needs, hopes,

and dreams? What other thoughts

Thinks

Employees who work at startups often experience more job satisfaction.

Bussiness

partners has

loyalty and good

relationship with

major investors.

Investment criteria.
To guide how and when to invest.

Good at

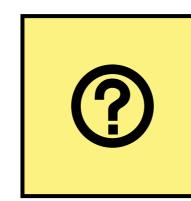
advantages

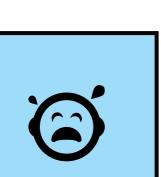
opportunities.

taking

of







Startup often does not guarantee job stability or security.

Startup do change in technology and leads new innovations.

Increase the market share and investment knowledge.

Challenges of the seasonality of the business, too many existing companies.

Working for a startups often means less pay then what you'd make at a more established company.

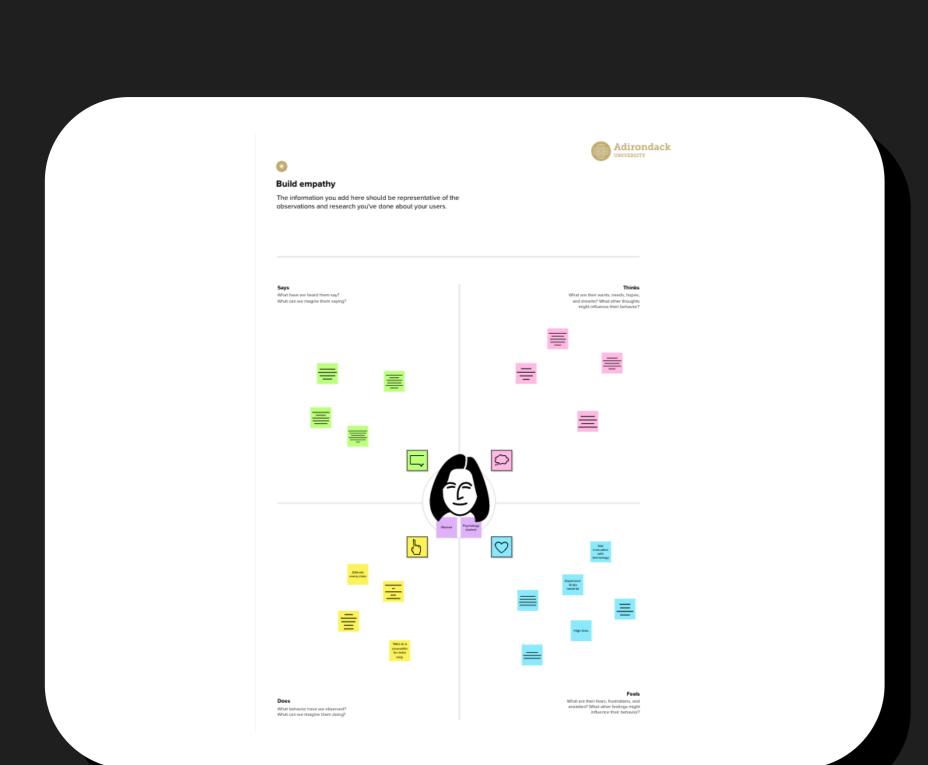
Feels

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

Does

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

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