

Empathy Map

MUYA HOTEL

SAYS

How does design do that?

I don't want it if it's bad for the environment

I bought it from a local artist.

I want something unique.

How do I search for this?

Ridiculous packaging!

THINKS

I want to learn more about this.

This is just marketing jargon.

I kind of like this.

I'd rather spend my money on something else.

Do I really need it?

DOES

Looks at ingredients

Researches options online

Compares prices

Checks off to-do lists

Changes plans quickly

Tries before buying

Takes responsibility

FEELS

Powerful

Disillusioned

Decisive

Skeptical

Flexible