

## **Build empathy**

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

## Says **Thinks** What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? I'm concerned about negative I wonder if it's reviews affecting worth the effort my business's to set up and reputation. maintain a profle. Will creating a I wonder if my Google My I need more competitors are I've heard about Business profle using Google My information on this Google My really increase Business and if Business thing, how this will I'm falling behind. my online but I'm not sure beneft my how it works. visibility? business. I need to I hope it's easy understand the to set up and potential impact won't take up on my customer too much of my base and time revenue. End user Considers looking for tutorials or They seek guides on how to representation and set up a Google inclusivity in fashion My Business reels, hoping to see profle. a diverse range of infuencers, body types. Researches Checks out online about the competitors' online Worried about benefts and presence and Eager to learn more potential negative drawbacks of assesses if they are about how Google consequences, such utilizing Google My using Google My My Business works as bad reviews or Business effectively technical difculties and how it can Business. beneft the business during setup.. Talks to other Optimistic that a business owners strong online to get their presence could opinions and lead to more customers and experiences with increased revenue. the platform.

## Does

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

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