

Empathy Map



Persona of the user

What do you know about the user?

What are some quotes and defining words by your user?

Say

What might your user be thinking? What does this tell you about his or her beliefs?

Think

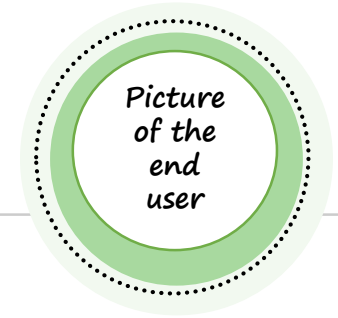
Do

Feel

What actions and behaviors did you notice?

What emotions might your user be feeling?

Problem Definition



We met _____

We were amazed to realize

_____.

It would be game changing if

_____.

How might we

_____ ?

Test (I Like/ I wish)

I Like

*(Ideas that were liked by the end user/
customer)*

I wish

(What the customers/ end users wished for)