

InsightBridge

1

Record + Generate Sticky Notes

Generate Images

Visual Feedback

GAIN + PAIN

Select All



Save JSON

2

Persona Empathy Map

SAYS

id: 8 Keep the user interface simple.

id: 9 Pet feeders require a timer function to ensure accurate feeding times.

id: 11 You can feed it freeze-dried or small snacks at intervals.

id: 2 It likes to play with balls of wool.

id: 6 Monitor his toileting.

id: 7 Trying to drop off food remotely.

id: 4 When not at home will put some toys for him to play with and show him videos of birds on TV.

id: 6 Monitor if he runs out of the house.

id: 1 This is a one year and nine month old white cat.

THINKS

id: 5 If the flavor isn't to his liking he probably won't play.

id: 7 Putting out food can attract pets.

id: 8 I wish the interface would monitor pets in real time.

id: 11 Believe that remote feeding will make the cat feel noticed.

id: 3 Unsure of the implications of using them alone at home;

id: 4 Hope can find ways to keep our pets from getting bored when they are alone.

id: 1 This cat is very affectionate and lively.

id: 2 Kittens love toys that make sounds and move.

id: 7 Pets will be more willing to interact with toys

GAIN POINTS

id: 20

1. I hope to find a way to keep my pets from getting bored when they are alone.
2. I would like to be able to see my pet from my cell phone
3. want the toy to provide a monitoring function to observe the pet's status

DOES

id: 5 Cats are more interested in toys that make sounds or move quickly.

id: 4 Pets are at home by themselves and do not interact with other items.

id: 1 This cat is not afraid of strangers and will not attack people.

id: 8 The toy can rotate 360 degrees.

id: 11 Make the cat feel that I am always with it by communicating or conversing with it;

id: 5 will smell the toy to determine if it is interested.

FEELS

id: 9 Concerns about material safety and equipment durability.

id: 9 Worried that the toys will get torn up and cause them to break.

id: 3 Worried about sharp edges of remote toys hurting pets.

id: 4 Worried that pet will get lonely

id: 5 Cats are more responsive and excited when toys are interactive.

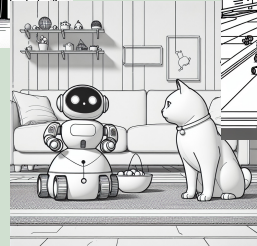
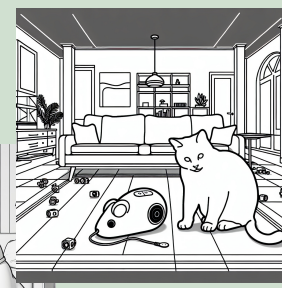
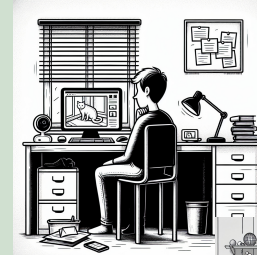
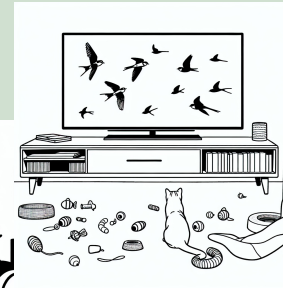
PAIN POINTS

id: 20

1. Worried that the remote toys will be torn and broken.
2. Worry about the sharp edges of the remote toys hurting the pets.
3. Worry about the safety of the toy's material

3

Visual Area



10%



4/7

