

My Empathy Map

I am practicing empathy for:

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SAYS

What might they say if they could speak right now?

Users need a way to experiment with different font and color pairings before making a final decision.

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THINKS

What might they think but not share?

Design the experience to be welcoming and accessible to users of all skill levels, without requiring them to disclose their expertise.

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DOES

What are they actually doing?

Users are provided with an open, judgment-free creative space to design and experiment freely across web, mobile, and print media.

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FEELS

What feelings are showing up or hiding?

The goal is to give users a sense of relief by allowing them to preview demos of their ideas before implementation, helping them feel confident in their choices while saving time.

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Reflection

What's one idea you could create based on what you now understand about this person?

1. Ensure the site is highly user-friendly and intuitive to navigate.
2. Provide an introductory demo or starter concept to guide users at the outset.
3. Enable easy sharing of the app through a direct URL.
4. Include an option for shared comments, allowing users to collaborate and exchange feedback in real time.

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