Empathy Map for Persona C: Mandy Member

 The user enjoyed the color scheme; the black and white with occasional pops of blue was relaxing.

Hear

- The user didn't feel sensory overload.
- The user thought the website was laid out in a straightforward and simple manner; there wasn't a lot of extra information to interfere with browsing.

- I believe the user was pleasantly surprised by site responsiveness and the amount of
- Her words indicate she thought the site was easy to use, despite the hiccup finding promos and events.

content.

• She didn't feel frustrated or stressed out as she was searching for information.

Think & Do



- At first, the user didn't notice the site banner talking about outdoor and online/on demand classes.
- When she was searching for studio promotions and special events, the user clicked on a few different options and never found exactly what she was looking for.

Say & Do

- "I'm not sure if I would do 'About' or 'Resources'." – user searching for promos and special events; her answer in was in resources, her second choice.
- "I'm going to ex that off; I want to view the full screen." - user in regard to the on-screen pop up that presented at the beginning of her browsing experience

Pains

- The Better Buzz Logo has 'Sunnyside' printed too small for all users to read.
- As someone coming to the site with a goal in mind (finding the class schedule and studio events), she was not interested in the on-screen pop up.

Gains

- The site was responsive; "I didn't have to click six times to get where I want."
- The site was easy to use and had the information she expected to find on a local yoga studio; "It is very easy," and "That looks pretty straightforward."

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Empathy Map for Persona A: Nicole Newbie

 The user liked that the phone number and address for the studio were at the bottom of every page; she thought it was helpful.

Hear

- The user thought the website was clean, but said she wouldn't be buying any merchandise from them.
- "Looks like a good website to me." user on Better Buzz Yoga

Think & Do

- I believe the user was pleasantly surprised by the presence of a blog to help provide tips and tricks about yoga.
- Her words indicate she found the website easy to use.
- She said, "It's relaxing, like a yoga website should be," so she found the site appealing and would probably visit it again.



- The user was decisive about her ability to search for and find the information she was looking for; she seemed confident as she navigated the site.
- It took her a moment to figure out how to contact the studio; the 'Connect' and 'Feedback' options presented a slight challenge to the user; "I'm also wondering about 'Feedback'."

Say & Do

- "I thought perhaps there would be a little link to 'About Our Instructors' or something like that." – user searching for information about instructors
- "The drop in package is something I would do." – user on pricing & packages
- "That was pretty easy." user navigating the site

Pains

- The user immediately dismissed the pop-up; there was a lot of text and she didn't read the information presented. This message should be concise.
- The information about the instructors is at the bottom of the home page and in the schedule by clicking the instructor name; it should be transparent.

Gains

The user said she was interested in the drop in classes and mentioned she
would like to visit the studio next time she's in Denver; these comments
strongly suggest that the website served its purpose to convert a potential
client to a studio member.

Image Credit: (FlyClipart n.d.), Additional Citations: (Optima Training Limited 2015)