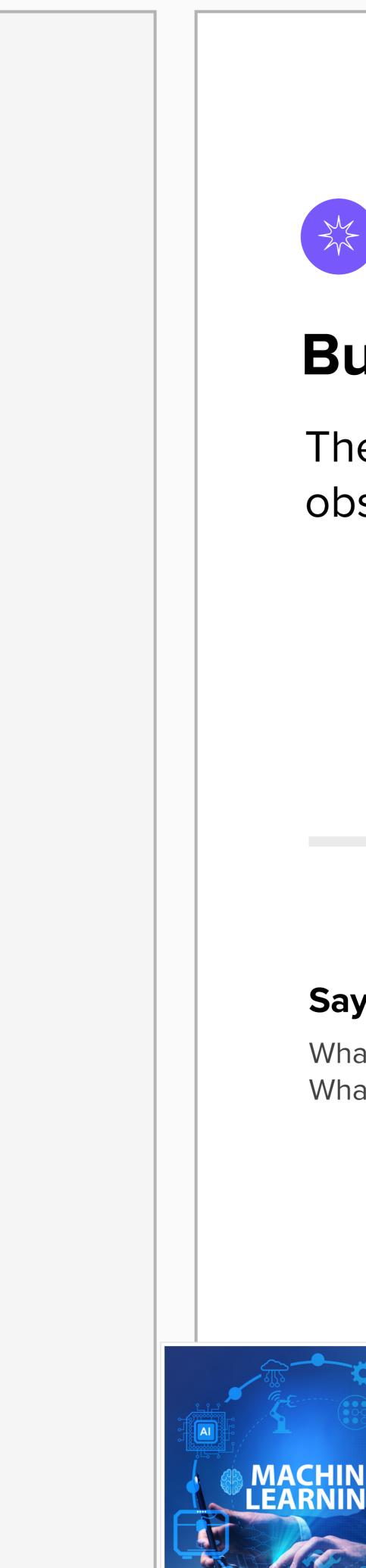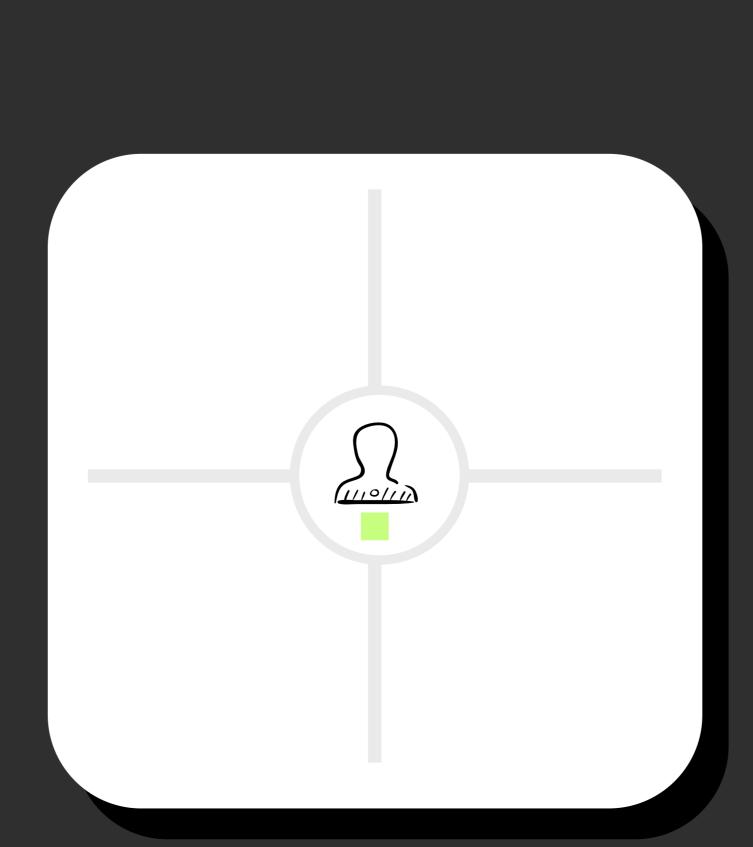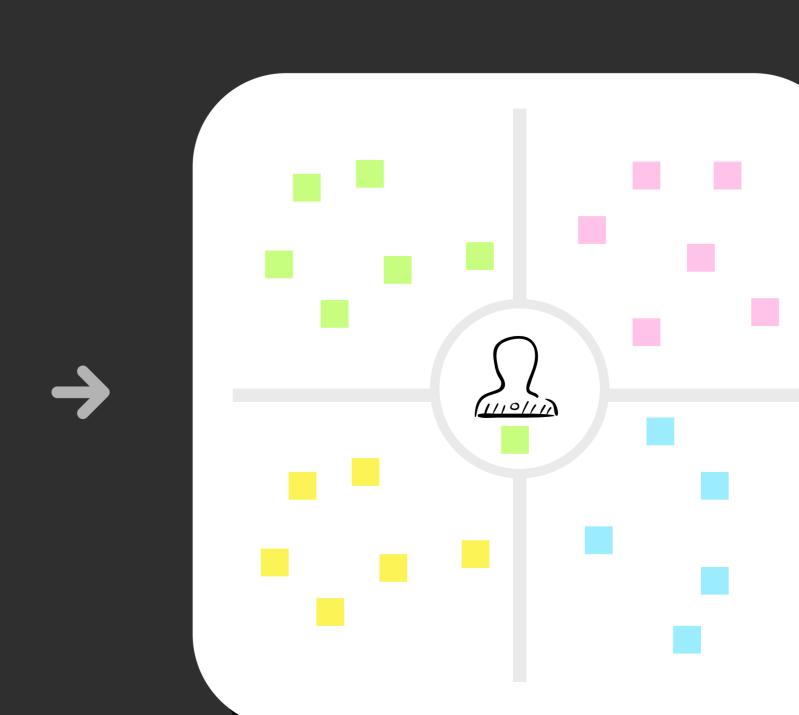# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
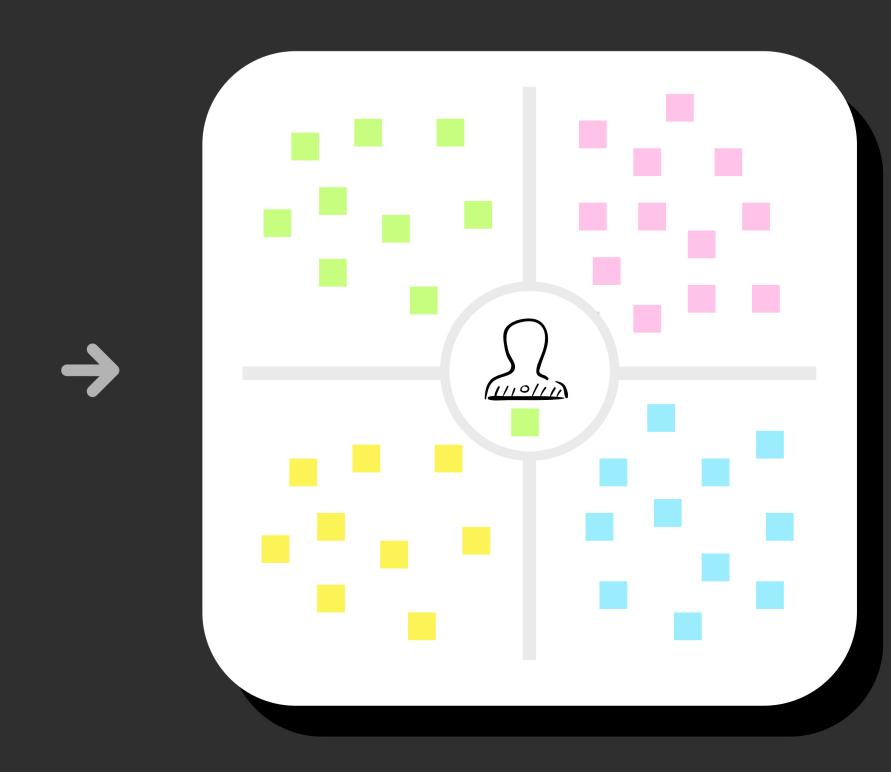
Share template feedback

Build empathy

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

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

MACHINE LEARNING HAVE THE CAPACITY TO ADAPT TO VARYING CONDITIONS

SPAM SMS IS ONE OF THE MAJOR PROBLEMS IN THE WORLD OF WIRELESS COMMUNICATION AND IT IS GROWING DAY BY DAY

SPAMMING IS THE USE OF ELECTRONIC MESSAGING SYSTEMS LIKE E-MAIL AND OTHER DIGITAL DELIVERY SYSTEMS AND BROADCAST MEDIA TO SEND UNWANTED BULK MESSAGES INDISCRIMINATELY

IT IS POSSIBLE TO DEVELOP AN EFFICIENT AND EFFECTIVE SPAM FILTERING SYSTEM THAT CAN HELP TO REDUCE THE NUMBER OF UNWANTED EMAILS

THE ADVANCEMENTS IN MACHINE LEARNING, IT'S NOW POSSIBLE TO DEVELOP MORE EFFICIENT AND EFFECTIVE SPAM FILTERING SYSTEM

OPTIMIZING SPAM FILTERING WITH MACHINE LEARNING

GMAIL AND YAHOO MAIL SPAM FILTERS DO MORE THEN JUST CHECKING JUNK EMAILS USING PRE-EXISTING RULES

SPAM FILTERING PROTOCOLS USE INSTANCE-BASED OR MEMORY-BASED LEARNING METHODS

PROTECTING OUR INBOXES FROM MALWARE OR PHISHING WHILE ALSO MAKING SURE ESSENTIAL MESSAGES WE WANT TO SEE AREN'T DROWNED OUT BY SPAM

LIFE TIME SETTLEMENT
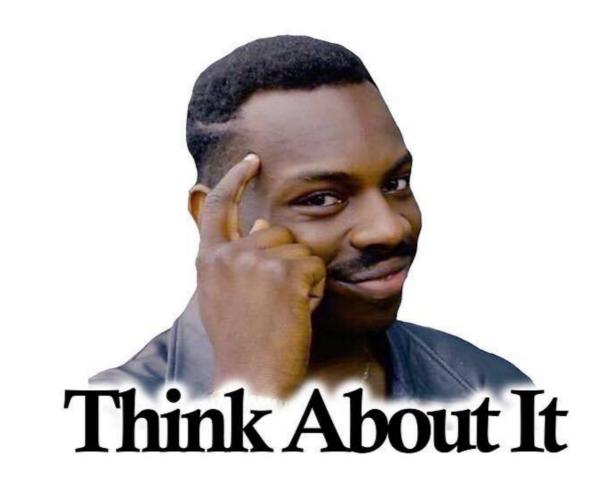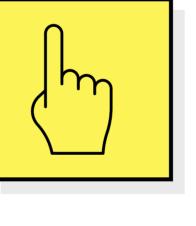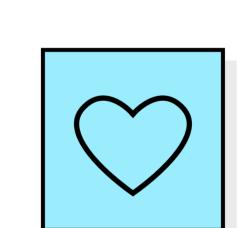
NEVER GIVE UP

DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS.

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

Feels
...rations, and ...elings might ...iunce their behavior?

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example