

Empathy Map

<div>What does your user do?</div>	<div>What does your say?</div>
<div>What does your think?</div>	<div>What does your feel?</div>

Your User

Define

What is the problem that your user is experiencing? Write your problem as follows:

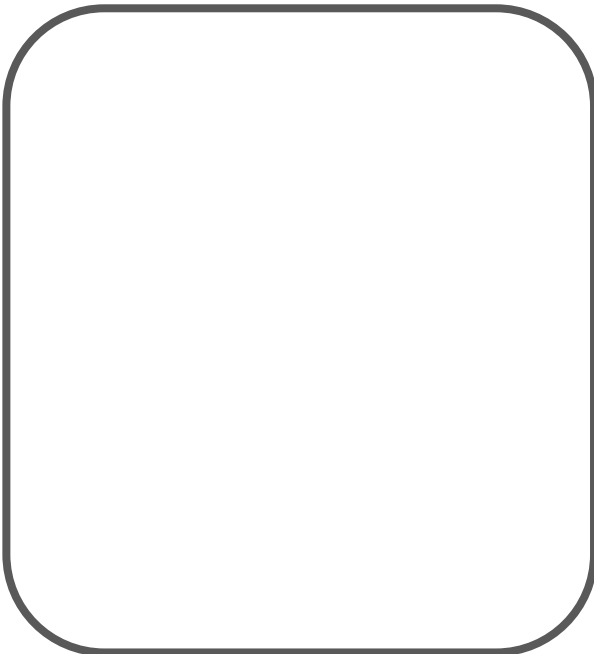
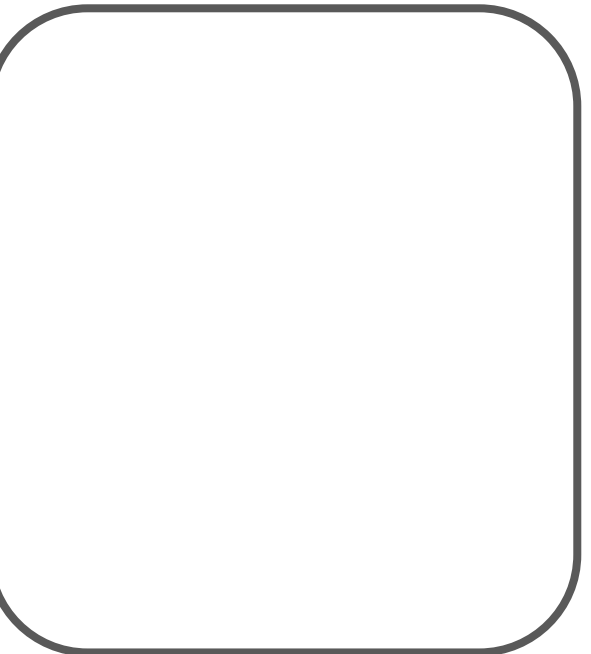
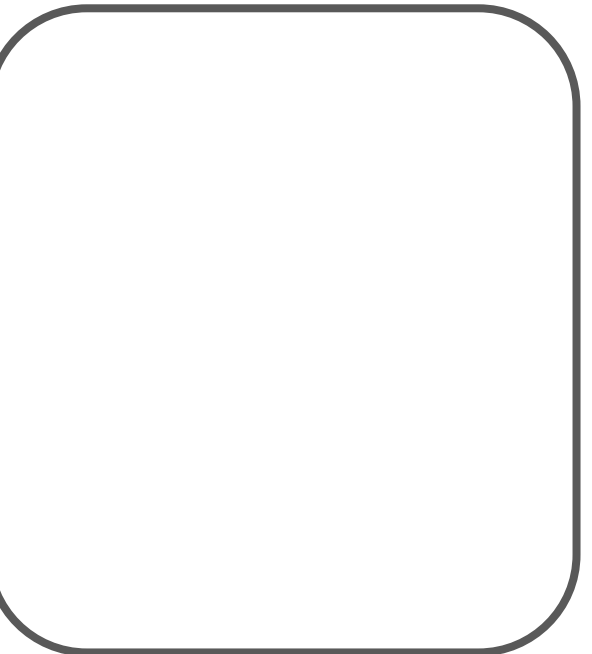
----- needs ----- because -----
(user) (needs) (insight)

TURN your PROBLEM into an OPPORTUNITY!

Rewrite your problem as a new, more refined How Might We statement...

How Might We...

Ideate - Crazy 8's

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