| Empathy Map Canvas | Designed for: Sarah | Designed by: Éric | Date: | Version: |
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| Sarah is a mother who is the per what is the six what is the s | e we empathizing with? son we want to understand? usation they are in? ole in the situation? ve taken a lot of attention. The likes to bring her oesnot know how to get there what are their fears, frustrations, and anxiet - Her attention. Seeking kids - Her demandly sponse - Not knowing to get around in uity what other thoughts and - For the | What do they nee What do they need to do di What job(s) do they want o What decision(s) do they went What decision(s) do they went What decision(s) do they went What decision(s) do they me How will we know they went C. She reli 's on th telling her ha get the so get the so They THINK and FEEL? GAINS What are their wants, needs, hopes and dreams? Her kidsund Spunce to enjoy The trip a quickspa - Knowing that she can alwayi get help frunthehitel personnel via indeelings might motivate their behavior? | inferently for (ab Via a referently) in need to get done? I need to make? I she can make eed to make? I she can make to the with a hotel person on to get any check. I she will be a to the wind the person of the wind the | mabile app. a live chat anel via our l could have er to get axi, stantly runn he hatel spa recording treatment, looks tempting a cab app. I veally Know about local in system? |
| - Have the kids o Have a | er kids to bed What | at do they DO? do they do today? Bring he | | !" |
| - due | ov Spouse & herself. | (011 0.1 4 | for a lab to visit at local museums. | © 2017 Dave Gray, xplane.co |