EMPATHY MAPPING:

Empathy Map

Alex – 28 – Freelance Writer

SAYS
- "I know I should start working, but I'll just check social media first."
- "I keep pushing things off until tomorrow."
- "I need a better way to stay focused."

THINKS
- "I'm avoiding starting because it feels too overwhelming."
- "Is this app really going to help me change?"
- "Maybe if I wait, it will be easier later."

DOES
- Scrolls endlessly on phone before work; starts late; works in bursts under pressure
- Leaves tasks until the last minute; misses deadlines occasionally
- Downloads several task apps but never sticks with one long enough to build a habit

FEELS
- Anxious, guilty, distracted
- Hopeful (short-term), defeated (long-term)
- Motivated but skeptical

Empathy Map

Maria | 34 | Marketing Manager

SAYS
- "I want to be healthier, but I don't have time."
- "I always fall off track after a few days."
- "I wish there was an app that helped me manage everything together."

THINKS
- "It's so hard to remember to drink water when I'm busy."
- "Why can't I just stick to my goals?"
- "Wouldn't it be great if one tool could help with planning, health, and motivation?"

DOES
- Sets reminders, buys a reusable bottle, tries meal prep once a week
- Starts new plans every Monday, gives up mid-week
- Searches for all-in-one wellness planners, reads reviews, downloads a few apps but doesn't commit

FEELS
- Stressed, tired, determined
- Frustrated, self-critical
- Hopeful, curious

Empathy Map

Sarah | 32 | Software Engineer

SAYS
- "I'll just finish this one thing before lunch."
- "I feel like I'm always 'on'."
- "I feel like I'm always 'on'."

THINKS
- "I don't even know when I should stop working anymore."
- "There's no boundary anymore."
- "Maybe there's a tool that can help me schedule downtime."

DOES
- Works past normal hours, skips breaks, eats at desk
- Uses Slack constantly; rarely logs out from her laptop
- Downloads meditation apps, sets calendar blocks for rest — but rarely follows through

FEELS
- Distracted, overworked
- Exhausted, disconnected
- Hopeful, frustrated

Empathy Map

Danny | 19 | University freshman

SAYS
- "I'll start studying tonight… maybe."
- "I wish I could focus better."
- "I don't know where my time goes."

THINKS
- "I'll do better next week."
- "I waste so much time scrolling."
- "Maybe if I had something fun about planning, I'd stick with it."

DOES
- Procrastinates, watches YouTube instead of studying
- Uses paper planner but forgets to update it
- Buys new planners each semester; abandons them by week 3

FEELS
- Lazy, stressed
- Confused, overwhelmed
- Motivated (before exams), desperate (during exam week)

Empathy Map

Lena | 37 | Full-time parent

SAYS
- "I feel like I'm forgetting something important every day."
- "How do other parents do this so well?"
- "I just need more hours in the day."

THINKS
- "I need to write everything down, but I lose the list."
- "I need to write everything down, but I lose the list."
- "What if there was one place for work, home, and kids?"

DOES
- Uses sticky notes and calendar alerts, but they get lost or ignored
- Downloads multiple productivity apps, tries to use family calendars
- Often multitasks during kid time; feels guilty

FEELS
- Scattered, exhausted
- Scattered, exhausted
- Hopeful, overwhelmed

Empathy Map

Thompson | 68 | struggles with medication

SAYS
- "I think I took my pills already… or did I?"
- "I want to stay independent as long as I can."
- "Technology moves too fast these days."

THINKS
- "I wish I had a reminder system I actually used."
- "If I could just track my routine easily…"
- "I wish there was something simple that worked."

DOES
- Keeps pill organizer, writes notes on fridge
- Tries Apple Health, finds it too complex
- Asks family members to help set up reminders on his phone

FEELS
- Confused, worried
- Intimidated, hopeful
- Proud, anxious

SHADOWING & DIARY STUDY

General Observational Goals:
- How does Alex start his day?
- What tools does he use for planning and task management?
- What causes him to delay starting tasks?
- Does he track health habits (hydration, meals)?
- How does he manage transitions between tasks?

Specific Behavioral Questions:
- How often does Alex switch between apps before starting work?
- Does he follow a routine or structure?
- Are there moments when motivation drops significantly?
- Does he have any system for tracking hydration or wellness?

- Where : Alex works from a home office.
- When : You'll shadow Alex over the course of one full day — from morning until evening.
- Duration : ~6–8 hours
- Tools to Track : Todoist, Chrome, Slack, Notion, Apple Health

Time	Says	Thinks	Feels	Does	Tool Used	Pain Point	Opportunity
7:30 AM	"I should start working now."	Wants to begin but feels overwhelmed.	Motivated (initially)	Opens laptop, checks phone notifications	Phone, Chrome	Starts strong but gets pulled into social media	Visual prioritization & focus mode
8:00 AM	"Just a quick Reddit break."	Uses news browsing as procrastination tactic	Distracted	Browses Reddit, watches YouTube video	Chrome	Gets stuck in distraction loop	AI-powered prompt to refocus
9:00 AM	"Okay, time to actually work."	Feels guilty about wasted time.	Frustrated	Opens Notion, creates a to-do list, starts writing	Notion	List too vague; lacks structure	Guided templates + task breakdown
10:30 AM	"Need to take a break."	Hopes to return refreshed	Tired	Watches more videos, scrolls endlessly	YouTube	Break becomes long distraction	Pomodoro timer + accountability
12:00 PM	"I should eat something."	Realizes he skipped breakfast	Hungry	Makes lunch while checking email	Email	Multitasking leads to scattered focus	Scheduled blocks for meals + work
1:00 PM	"Back to work."	Still tired from break	Overwhelmed	Repeats same pattern as earlier	Notion	No progress tracking or feedback	Progress dashboard + motivational nudges
3:00 PM	"I should drink water."	Remembers hydration goal	Guilty	Drinks water quickly, forgets to log it	Water bottle only	No system for logging health habits	Hydration tracker + reminders
5:00 PM	"Didn't get half of this done."	Feels defeated by lack of progress	Stressed	Scrolls through unfinished tasks	Todoist	Tasks feel unmanageable	Task prioritization + smart suggestions
6:00 PM	"Tomorrow I'll do better."	Hopes to improve tomorrow	Resigned	Logs off early due to fatigue	Laptop closed	Lack of sense of accomplishment	End-of-day summary + habit rewards

Observation to product opportunities:

Observed Behavior	Problem	Your App Can Solve It By…
Gets distracted by social media before starting	Difficulty focusing in the morning	Add a "Focus Mode"; or guided start screen
Uses vague to-do lists	Lacks structure	Offer smart templates and task breakdown
Skips health habits like hydration	No tracking system	Integrate passive hydration tracker
Loses momentum after breaks	Breaks turn into distractions	Include Pomodoro timer with end-time prompts
Feels defeated at the end of the day	No reflection or feedback	Daily summary and habit streaks

Persona	Main Struggle	Product Feature to Address
Alex (Procrastinator)	Delaying tasks, poor structure	Focus Mode, Smart Templates, AI Prompts
Maria (Overwhelmed Health Enthusiast)	Forgets hydration, meal prep	Passive trackers, Weekly Meal Planner
James & Priya (Shared Household Chaos)	Chore conflict	Shared cleaning scheduler with gamification
Sarah (Remote Work Burnout)	No boundaries	Timed work blocks, mindfulness prompts
Danny (Student with Poor Time Management)	Cramming before exams	Study planner, habit streaks
Lena (Busy Parent)	Managing kids' schedules	Unified dashboard for work + family
Jordan (Gamification Lover)	Needs accountability	Habit leveling, challenge badges
Mr. Thompson (Elderly Routine Tracker)	Forgets medication times	Visual planner + voice commands

USE CASE VALIDATION

Criteria	Description
Real Problem Exists	Is time tracking a real pain point?
User Would Adopt It	Would users switch or try this feature?
Solves Key Friction	Does it reduce stress, confusion, or inefficiency?
Measurable Outcome	Can success be tracked (e.g., time saved)?
Scalable Across Personas	Is it relevant to multiple user types?

-: Validation using personas

Persona	Real Problem	Adoption Likelihood	Solves Friction	Measurable Outcome	Scalability	Result
Alex – The Procrastinator	✗ Doesn't realize how much time he wastes	☑ Would adopt if it helps him start tasks	☑ Reduces procrastination by showing time spent	☑ Logs show wasted time → awareness	☑ Useful for remote workers & writers	☑ Validated
Maria – Overwhelmed Health Enthusiast	⚠ She knows she struggles but doesn't track time	☑ Would adopt to better plan her routine	⚠ Could help manage time between work and health goals	☑ Tracks progress over time	☑ Useful for health-focused users	☑ Validated
Danny – Student With Poor Time Management	☑ Constantly feels like he's running out of time	☑ Would adopt to improve study habits	☑ Helps identify time-wasters (YouTube, social media)	☑ Visual feedback motivates behavior change	☑ Relevant for students and learners	☑ Validated
Sarah – Remote Work Burnout	☑ Feels like she's always working	☑ Would adopt to set boundaries and track downtime	☑ Helps separate work from personal life	☑ Clear before/after usage data available	☑ Useful for all remote workers	☑ Validated
Lena – Busy Parent Managing Everything	☑ Often forgets what she did in a day	☑ Would adopt to better organize family + work	☑ Shows how much time is spent on kids vs work	☑ Useful for caregivers and multitaskers	☑ Applicable across lifestyles	☑ Validated
Mr. Thompson – Elderly User Managing Routines	⚠ He uses paper planners but forgets to update them	⚠ May not adopt unless UI is extremely simple	⚠ Might benefit but needs accessibility support	☑ Could help him stay independent longer	⚠ Needs customization for seniors	⚠ Partially Validated
Jordan – Gamification Lover Who Needs Accountability	☑ Wants to know if he's being productive	☑ Would adopt if it includes rewards or leveling	☑ Makes time visible and actionable	☑ Habit streaks can be tracked	☑ Engages gamified users	☑ Validated

-: Opportunities identified

Feature	Opportunity
Focus Mode	Blocks distractions during planned time blocks
AI Task Suggestions	Learns from past behavior to suggest optimal schedules
Idle Time Detection	Alerts when user is off-task for too long
Task Duration Prediction	Suggests how long a task should take based on history
End-of-Day Report	Shows time spent vs. goals
Integrations	Sync with calendar, email, and health apps

DEFINE SUCCESS

Metric	Goal
Daily Active Users (DAU)	>50% of users open the app daily
Average Time Tracked per Day	6+ hours logged weekly
Task Completion Rate	70% of scheduled tasks completed
Retention after 30 days	>60% continue using after trial
NPS (Net Promoter Score)	Target: 40+
User Feedback	Collect qualitative feedback via in-app prompts