empathy map

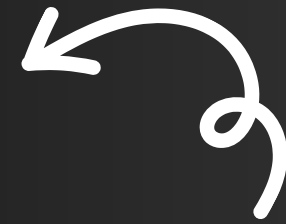## say
sayd out lous in an interview or spme other usability study

think
new product ideas as well asm better understand

feel
user peerson fort different user segments

does
graphic poster social media with logo