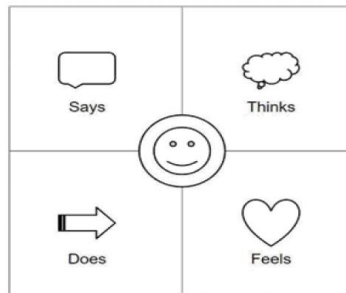


## Practical 7

### Create an empathy map for a given scenario.

**Empathy Map** - An extremely useful tool for understanding the users' needs and gaining a deeper insight into the problem at hand is the empathy map. It also helps in deepening that understanding, gaining insight into the user's behavior.



An Empathy Map is divided into 4 quadrants. —Says, Thinks, Does, Feels

**Says** – This quadrant contains whatever the user says aloud

**Thinks** – This quadrant depicts the thoughts which user have about the problem

**Does** – This quadrant depicts the actions of user

**Feels** – This quadrant displays the emotional status of the user.

**Scenario:** Ashmitha daily drives to her office and back. The Office is hardly 30 minutes' drive from her home. However, due to traffic jams, it takes more than 1 hour. Ashmitha is hoping for a solution to this traffic issue. Prepare an Empathy map related to Ashmitha.

