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## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

### Says

What have we heard them say?
What can we magine them saying?

while tradional rule based systems.

fast spam
filtering
system
software for
your business

What do work spam filter

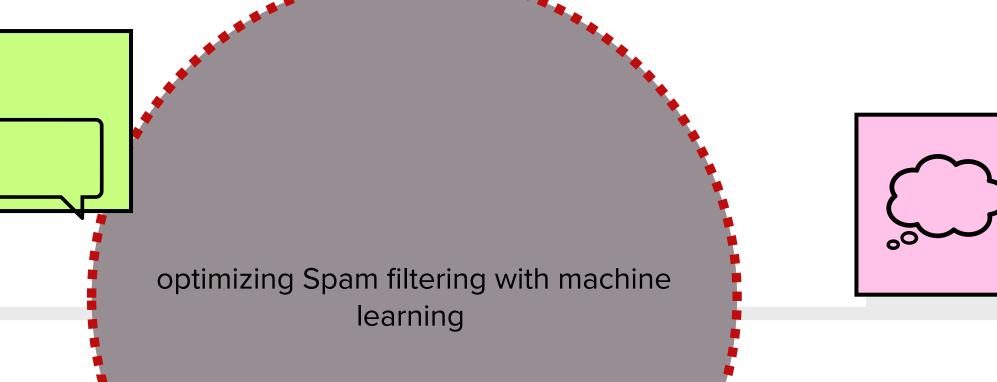
financial
problem as
well as if
reduces calling
time for users

**Thinks** 

What are their wants, needs, hopes,

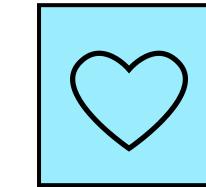
and dreams? What other thoughts

might influence their behavior?



Spam filtering any problem





nutural language processing techniques

Which is best spam filtering



# Does

What behavior have we observed? What can we imagine them doing?

testing model

with multiple

evaluation

nutrics

# Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

