

Empathy map

Essentially, a business concept is a brief description of an idea behind the existence of a business

Build empathy

The information you add here should be representative of the

observations and research you've done about your users.

Says What are their wants, needs, hopes, Type your paragraph... and dreams? What other thoughts might influence their behavior? consider and comeup with analyse the a low cost relevant version.... ideas... create/design/sketch your mockup and then test it.... identify a problem and talk to customers... Give them a name and a portrait to empathize with your persona. Having a seek more defined regular and business predictable plan... work life... promote your business and newness identify areas and potential for success... opportunity... **Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

Thinks

Feels

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