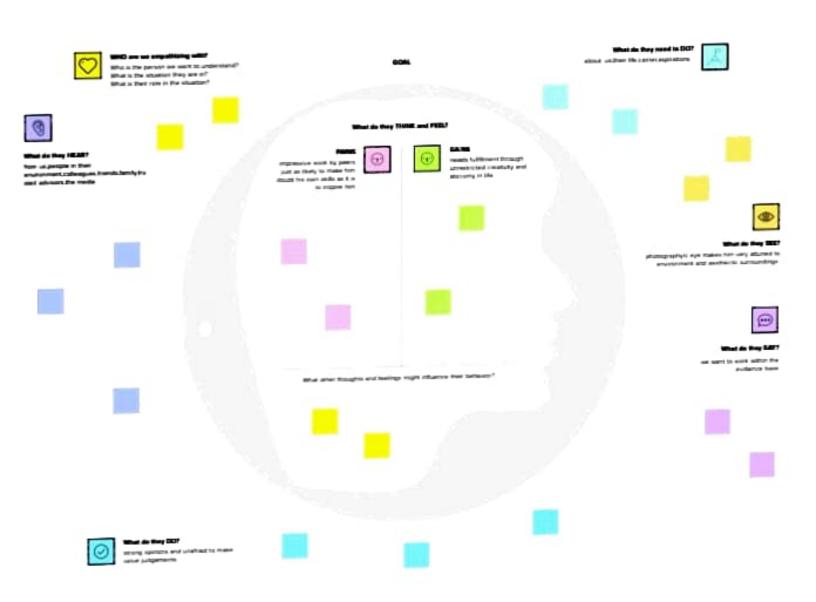# Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
about ...other life career aspirations

What do they HEAR?
how us people in their environment.colleagues.friends.family.fri and advisors.the media

What do they THINK and FEEL?

PAINS
impressive work by peers just as likely to make him doubt his own skills as it is to inspire him

GAINS
needs fulfillment through unrestricted creativity and stemming in life

What do they DO?
photographic eye makes him very attuned to environment and aesthetic surroundings

What do they SAY?
we want to work within the audience here

What other thoughts and feelings might influence their behavior?

What do they DO?
strong opinions and unafraid to make value judgements

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

🕐 10 minutes

nivetha

extreme tiredness	nausea and vomiting	confusion or trouble
cramps	peeing more often	dry or itchy skin

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8