

FitFlex: Your Personal Fitness Companion
Ideation Phase
Empathize & Discover

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Empathy Map Canvas:

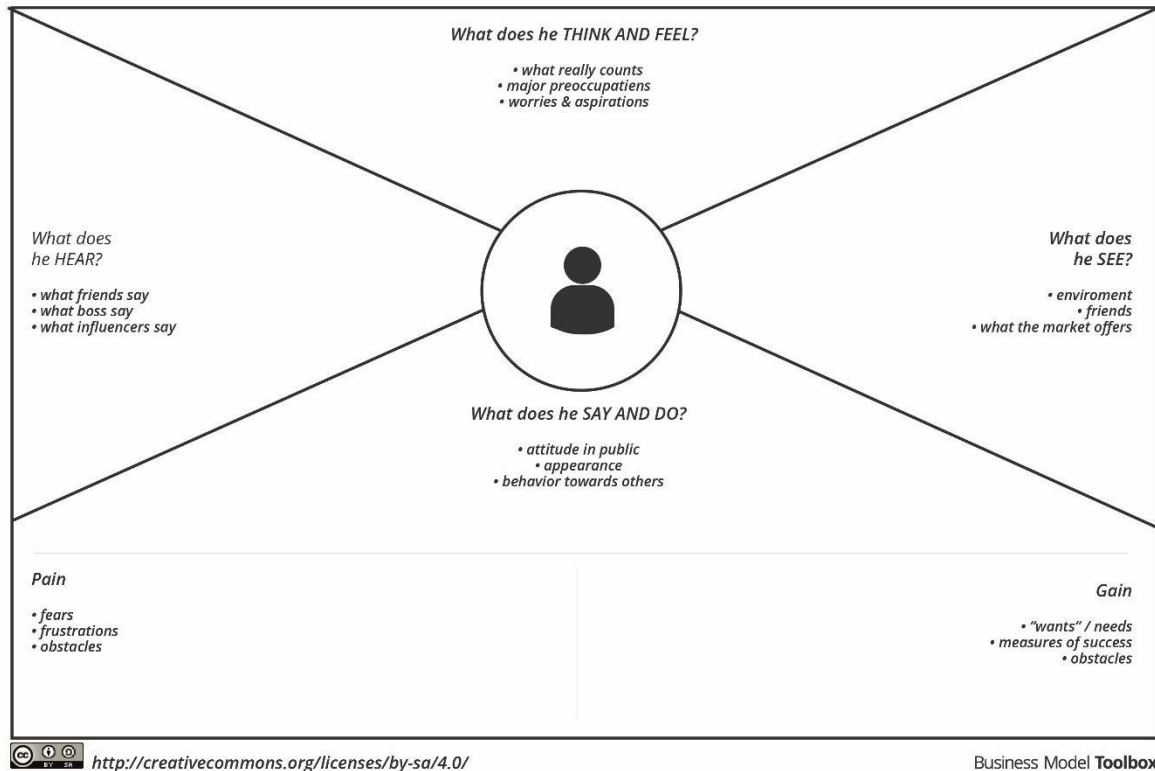
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



Says

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

I want to
track my
workouts
easily.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Am I making
progress?



Shivani Kapoor
Fitness Enthusiast

Logs
workouts,
checks trends,
looks for
motivation.



Does

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

Excited when
progress is
visible,
discouraged
if not.



Feels

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

[See an example](#)