

Task 2: Creating user personas and empathy maps

Submit your responses in the template below:

Persona 1: The Busy Parent

- Name: [Type your response here]
- Age: [Type your response here]
- Occupation: [Type your response here]
- Location: [Type your response here]
- Goals: [Type your response here]
- Frustrations: [Type your response here]

Empathy Map for The Busy Parent

- Thinks: [Type your response here]
- Feels: [Type your response here]
- Says: [Type your response here]
- Does: [Type your response here]

Persona 2: The Elderly Shopper

- Name: [Type your response here]
- Age: [Type your response here]
- Occupation: [Type your response here]
- Location: [Type your response here]
- Goals: [Type your response here]
- Frustrations: [Type your response here]

Empathy Map for The Elderly Shopper

- Thinks: [Type your response here]
- Feels: [Type your response here]
- Says: [Type your response here]
- Does: [Type your response here]