

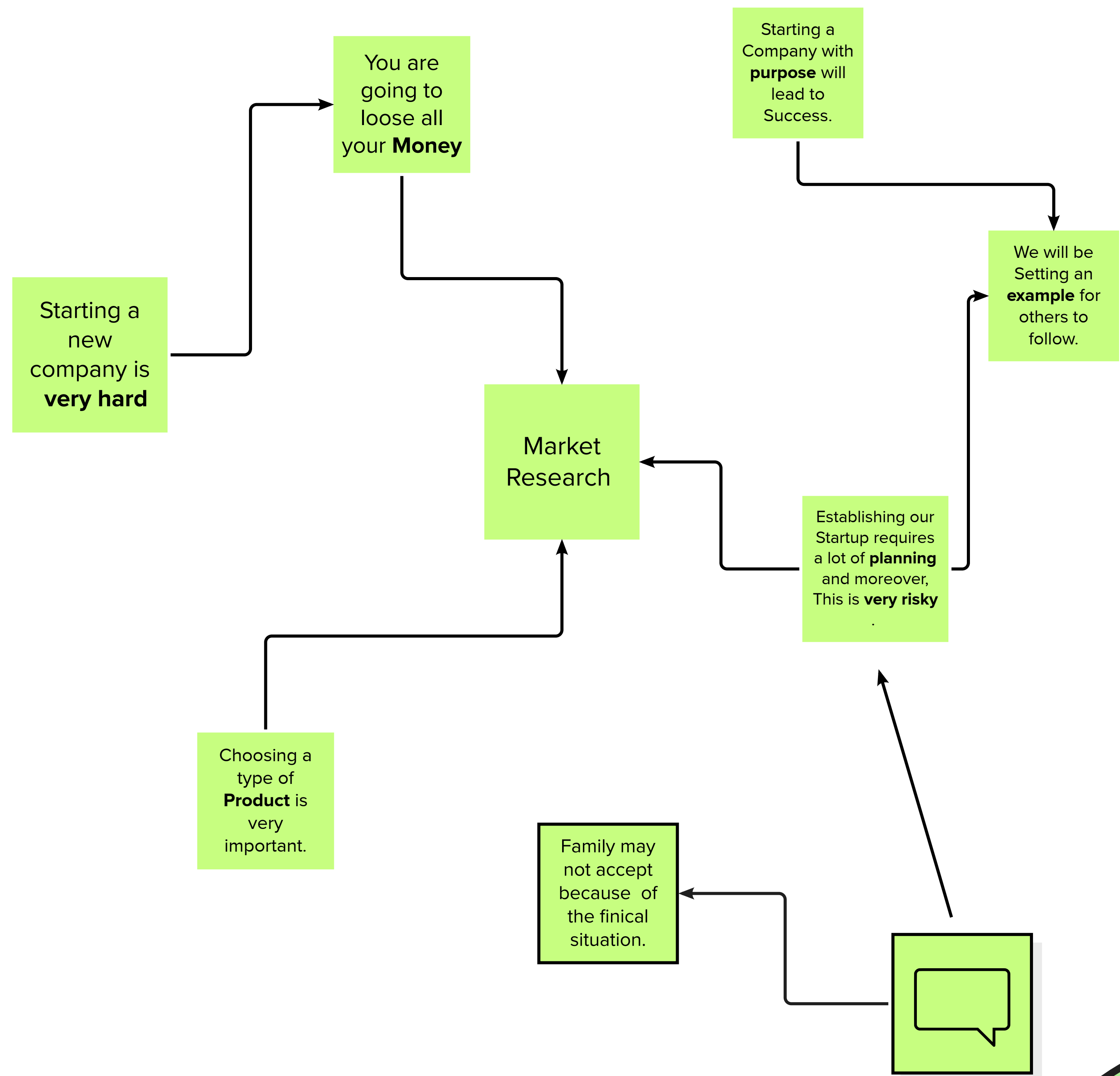


## Build empathy

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

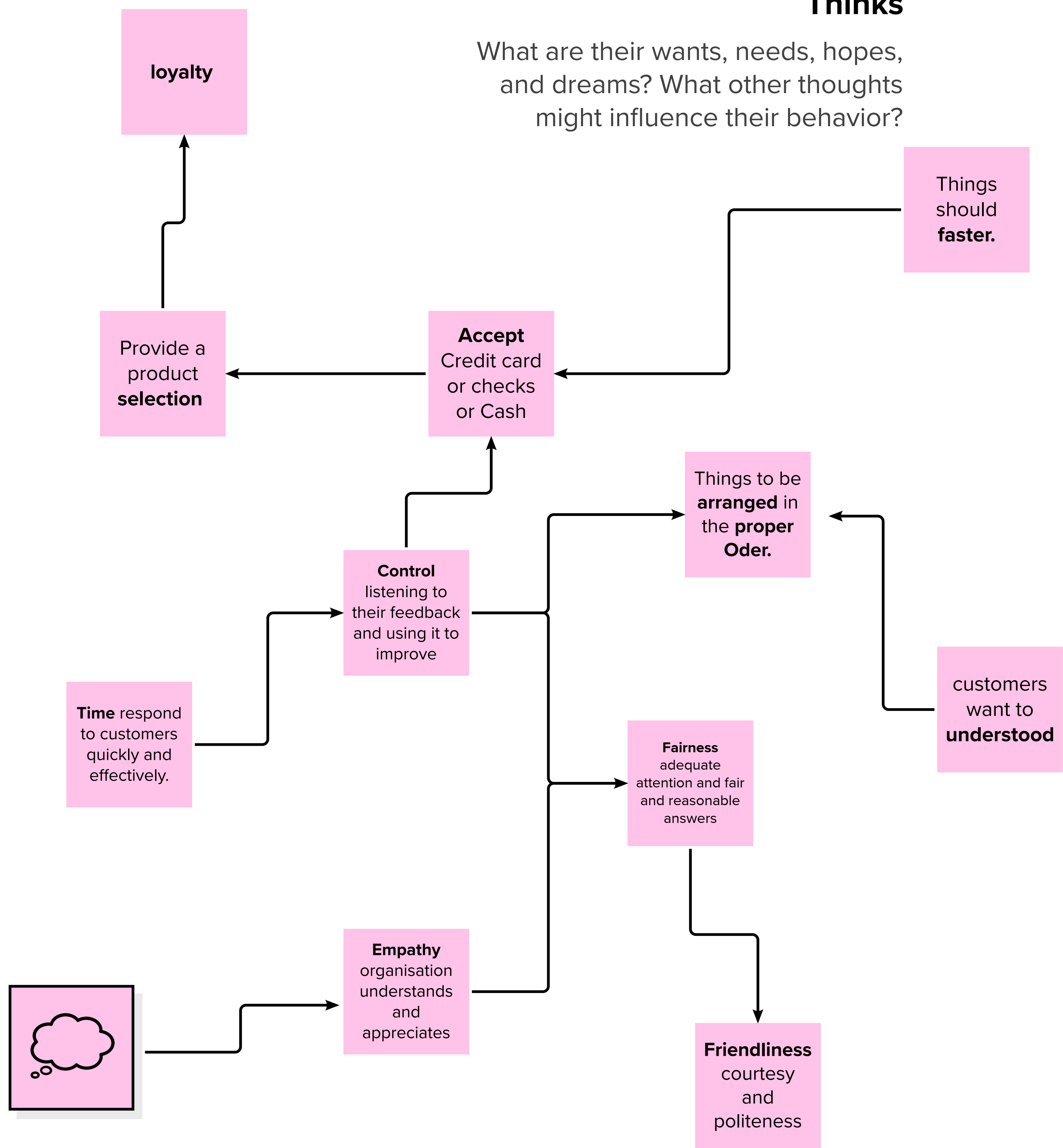
### Says

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

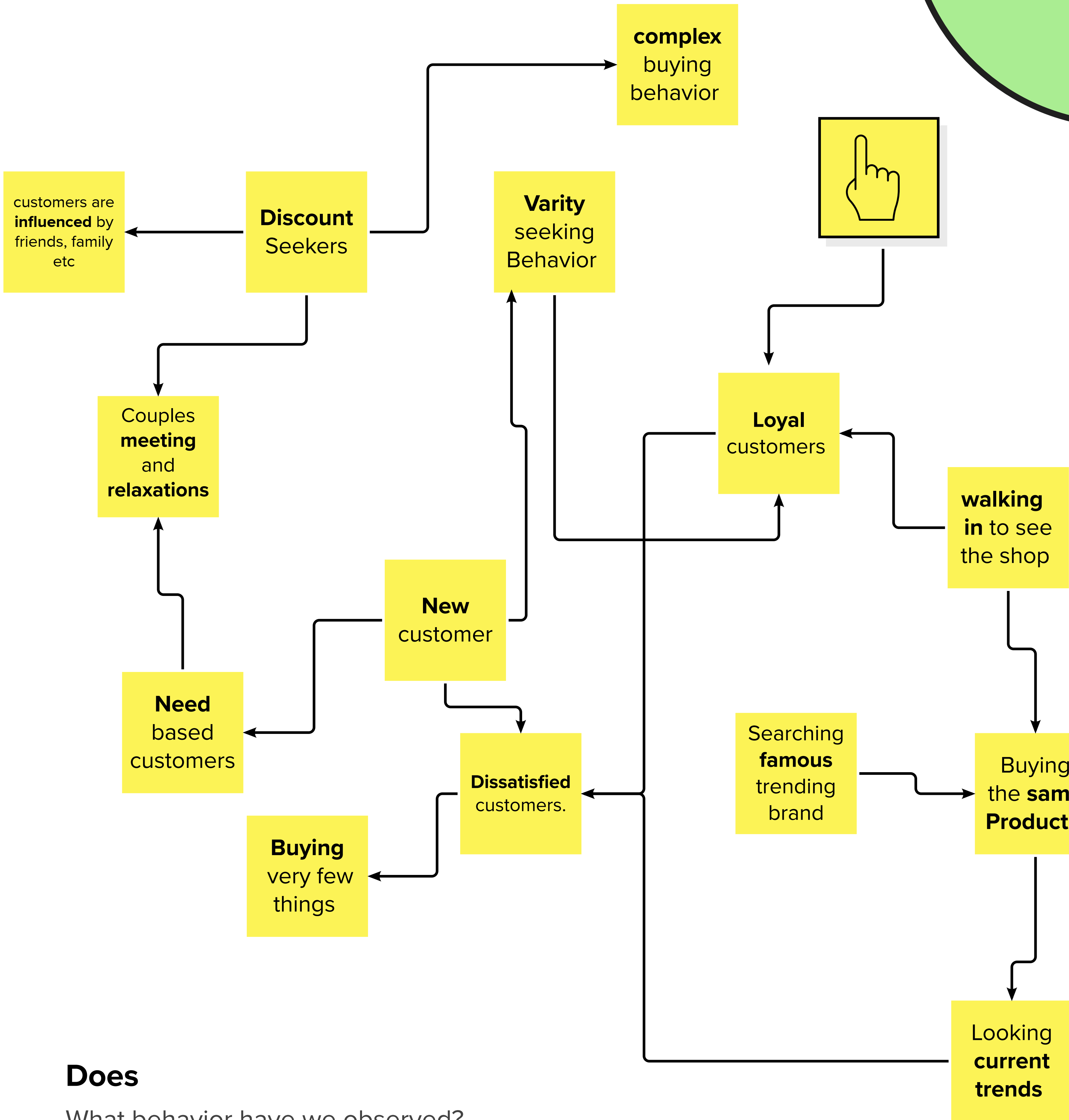


### Thinks

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

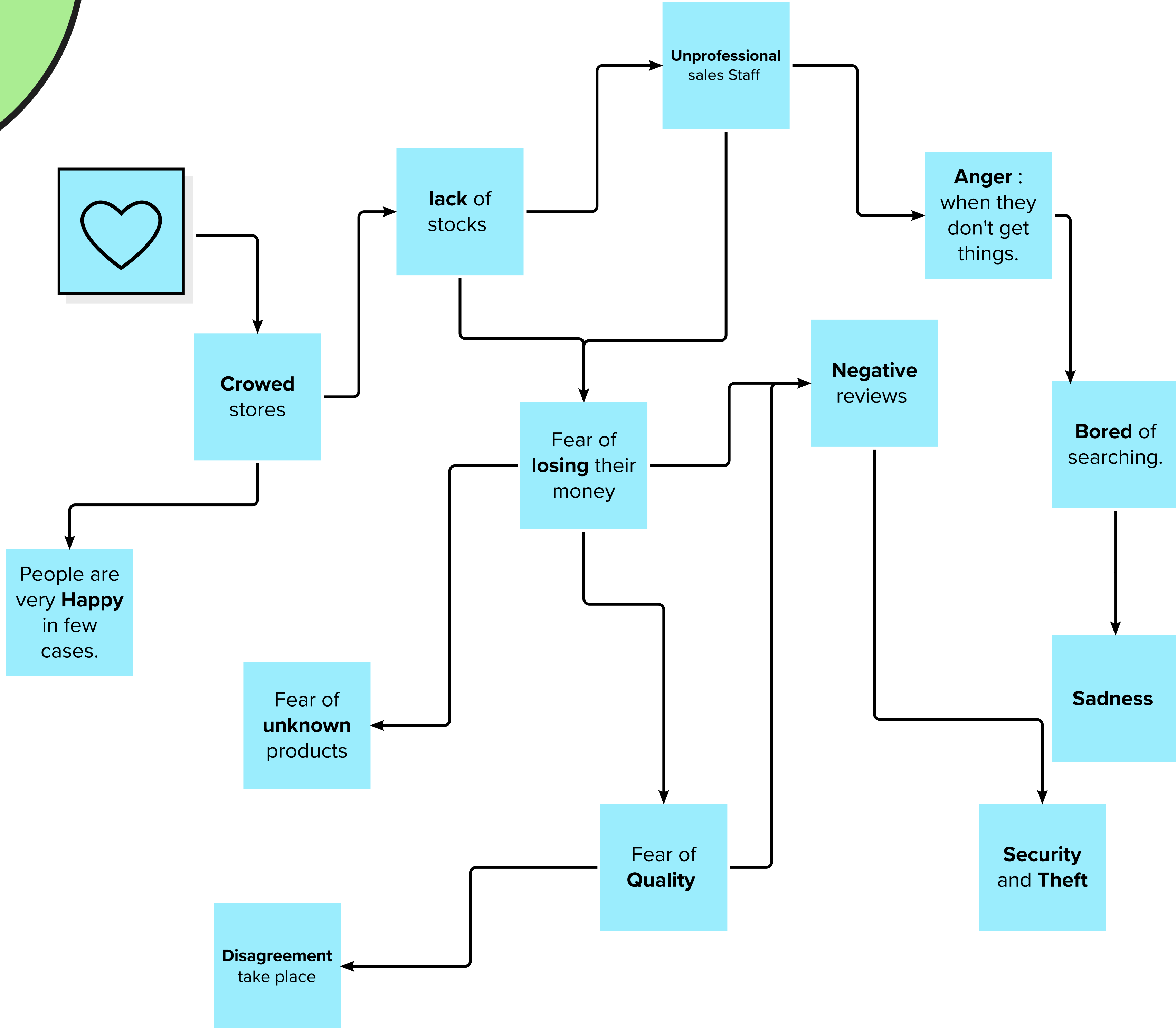


### A Startup Analysis



### Does

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



### Feels

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

