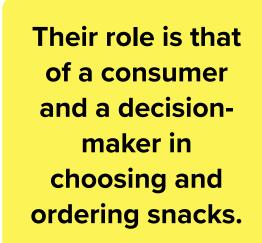


WHO are we empathizing with?

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



primarily snack enthusiasts, busy individuals, or those seeking convenience in snack ordering.



3

What do they HEAR?

What are they hearing others say? What are they hearing from friends?

What are they hearing from colleagues? What are they hearing second-hand?

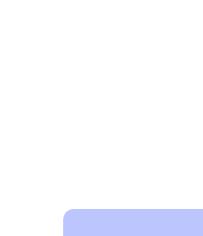
Snack Squad

app is so convenient for ordering my favorite snacks

> You should try Snack Squad, they have amazing deals on snacks

A friend of a friend mentioned that Snack Squad's customer service is excellent

> The app has discounts on bulk orders, perfect for office gatherings.





What do they THINK and FEEL?

PAINS

What are their fears,

frustrations, and anxieties?

Difficulty in

Snack Discovery

and also

concerns about

the quality of the product offered

Slow App

Performance,wrong

location delivery,

and also chances of

payment failures

Confusing

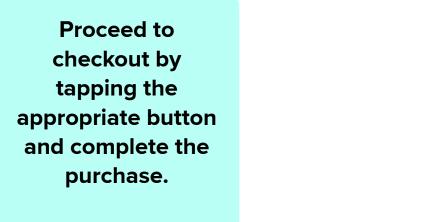
Checkout,uneven

app display ,bad UI quality

Tap on a snack to view details and

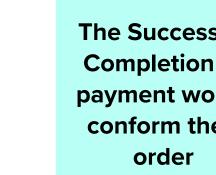
What do they need to DO?

What do they need to do differently? possibly add it to the cart. What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



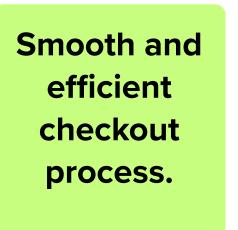








What are their wants, needs, hopes, and dreams?



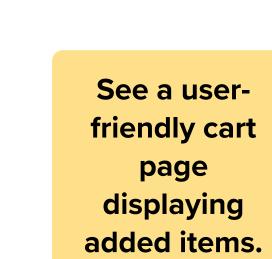
(-)











They care about

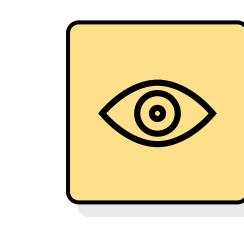
the feedback of

others and also

consider their

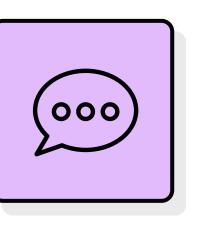
priorities of

buying the snack



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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



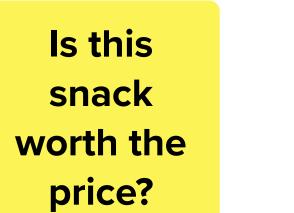
I'd like to review my cart proceeding to checkout

I'm ready to proceed to checkout and make a purchase

What other thoughts and feelings might influence their behavior?



Anxious about delivery time, especially if hungry or in a hurry







What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

