

**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?

Individuals of different ages, backgrounds, and preferences who are potential users of our chat app.

Their role is that of a chat app user, engaging in conversations and interactions with friends, colleagues, or contacts.

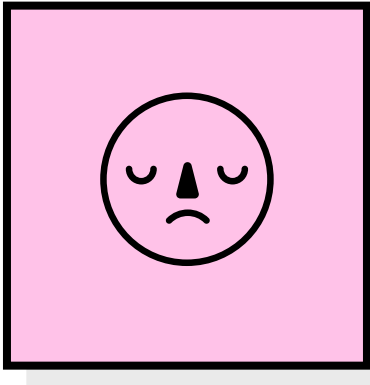
They are in a digital communication situation where they need to connect with others.

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

What are their fears, frustrations, and anxieties?



Privacy concerns

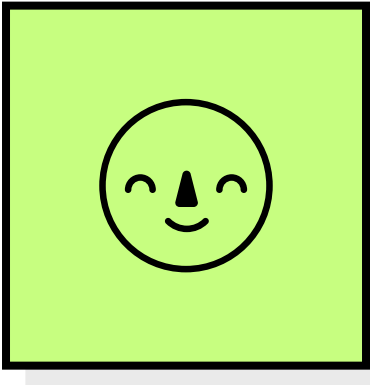
Cyberbullying and Harassment

Technical Issues

Anxiety about managing too many conversations, notifications, or distractions.

**GAINS**

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



Efficient Communication

Privacy and Security

Personlization

Satisfaction

What other thoughts and feelings might influence their behavior?

Desire for social connection

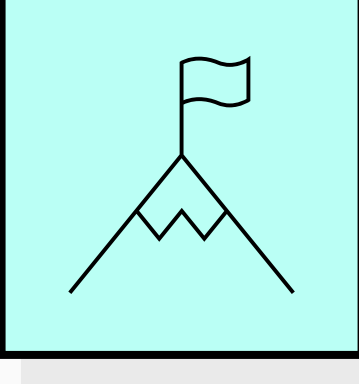
Peer Influence

Trust and Confidence

User Goals

**What do they need to DO?**

What do they need to do differently?  
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?



They need to engage in real-time text conversations and possibly media sharing within the app.

They want to communicate effectively, stay connected with others, and possibly use the chat app for work-related or personal tasks.

They may need to decide when and with whom to start a chat, what to say, and how to manage their conversations and notifications.

Success can be measured by user engagement, satisfaction, and the app's ability to facilitate smooth, meaningful conversations, and connections between users.

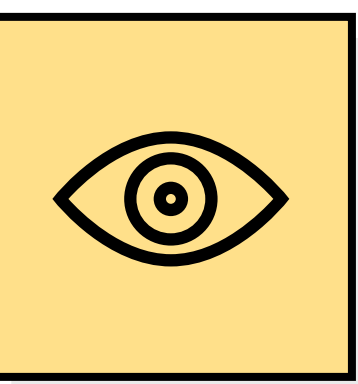
They see their device screens and the physical environment in which they use the app, like their workplace, home, or public spaces.

They see various chat apps available in app stores, each with unique features and designs.

They see others engaged in conversations, sharing content, and possibly discussing their experiences with chat apps on social media.

**What do they SEE?**

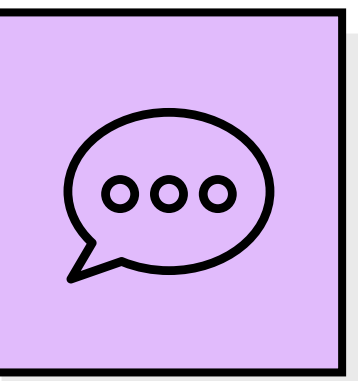
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



They may be watching video content, reading messages and articles, and interacting with multimedia within the chat app itself.

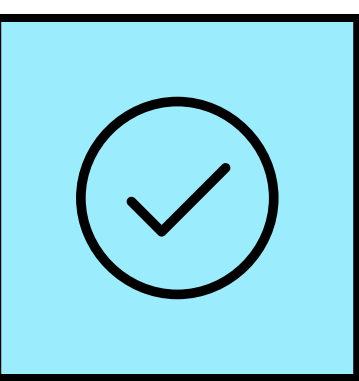
**What do they SAY?**

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



Users have expressed desires for faster messaging, better privacy controls, and more customization in their chat apps.

Users might share positive feedback about new features, express concerns about privacy, or recommend your app to others based on a great user experience.



**What do they DO?**

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

Users currently use various chat apps to communicate with friends, family, and colleagues.

Users frequently send text messages, images, and videos, and they use emojis and stickers for expression. They also manage their contacts and adjust notification settings.

Users might adopt new features in the chat app, like voice messages, video calls, or group chats. They may also use it for both personal and professional communication.



**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?

Friends might recommend certain chat apps or share their experiences and preferences for communication platforms.

Users may hear feedback and opinions about various chat apps' features, reliability, and overall user experience.

Colleagues could influence their choice of chat apps for work-related communication, discussing the pros and cons of different platforms.

Users might hear about app updates, issues, or trends from social media, news, or online communities, which could impact their perceptions and choices.