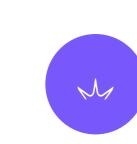


Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

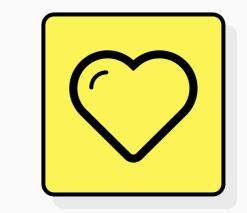
Originally created by Dave Gray at





Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



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?

Looking for an

efficient and

effective means

communication

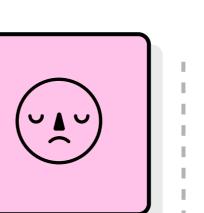
in a situation where they need to communicate and stay connected with others regularly.

young adult in their 20s or 30s, who is tech-savvy and frequently uses messaging apps to stay connected with friends and family.

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



GOAL

GAINS

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

Users want an app

with an intuitive and

user-friendly

interface that

makes chatting and

navigating the app

Users need a reliable

and efficient means

of communication

with minimal

message delays and

high message

delivery rates.

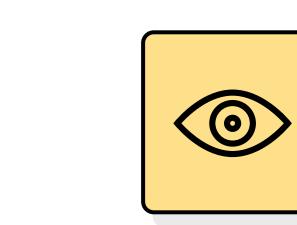
messaging apps available in the marketplace, including well-established ones like WhatsApp, Messenger, Telegram, and newer ones like ChatConnect.

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?

> Users might need to shift from their current messaging apps to ChatConnect, which requires adapting to a new interface and features.

computers as the primary devices they use for messaging apps. Users see a variety of



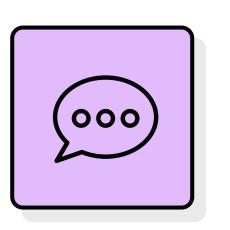
Users see their

smartphones,

tablets, and

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?

Users may have provided feedback and reviews on the app, which can include comments on their experiences, both positive and negative.

> Users could express praise for the app's userfriendly interface, efficient messaging, or unique features.

Users might hear about specific features or tips for using the app from friends who are more experienced with it.

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

Users hear from online reviews, app store ratings, and recommendations from tech blogs and forums about the experiences of other users

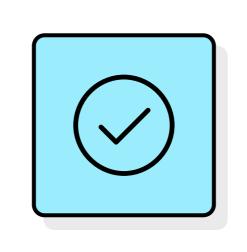
may fear that their personal data or messages could be compromised

> could become frustrated if the app's user interface is overly complex or unintuitive

What other thoughts and feelings might influence their behavior?

Trust: Users' trust in the app's security and privacy features can greatly impact their behavior.

: Users who form emotional connections through the app, such as maintaining longdistance friendships



What do they DO?

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

Users currently use various messaging apps such as WhatsApp, Facebook Messenger, or Slack for personal and professional communication.

Users engage in frequent messaging, sharing text, images, and videos with friends and family

members.

Users might adopt ChatConnect if it offers a user-friendly interface, strong privacy features, and innovative communication tools.

