 **WHO** are we empathising with?

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

Person:
Android
smartphone users

Role:
Potential users of
ChatConnect.

Situation:
Looking for a
real-time chat and
communication
solution.

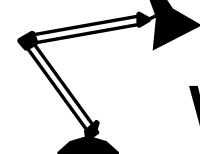
What do they **THINK** and **FEEL**?

Pains:


- Frustration with current chat apps.
- Concerns about privacy and data security.
- Discontent with cluttered and confusing user interfaces.

Gains:

- Excitement about trying a new, potentially better chat app.
- Hope for a simplified, user-friendly chat experience.
- Desire for faster message delivery and reliable notifications.

 **What do they need to DO?**

1. What do they need to do differently?
2. What jobs do they need to get done?
3. What decision(s) do they need to make?
4. How will we know they were successful?

 **What do they HEAR?**

1. What are they hearing other say?
2. What are they hearing from friends?
3. What are rogue hearing from colleagues
4. What are they hearing secondhand?

Do Differently:
Switch to a new
chat app.

Success:
When they find
ChatConnect
easy to use and
reliable for
communication.

Jobs to Get Done:
Establish
seamless
communication
with others.

**Decisions to
Make:**
Evaluate whether
ChatConnect
meets their needs.

 **What do they SEE?**

1. What do they see in the marketplace?
2. What do they see in their immediate environment?
3. What do they see others saying and doing?
4. What are they watching and reading?

Marketplace:
A crowded
marketplace with
various chat apps.


**Immediate
Environment:**
Their smartphones,
friends using
different chat apps,
social media
mentions.

**Watching/
Reading:**
Tech news, app
reviews, and
recommendations
from friends.

Others Saying/Doing:
People discussing
and sharing their
experiences with
chat apps.

Imagined Saying:
"I need a chat app
that's user-friendly
and fast."

Heard Them Say:
"I'm looking for a new
chat app."

 **What do they SAY?**


1. What have we heard them say?
2. What can we imagine them saying?

Others Say:
Friends
recommending
chat apps.
app preferences.

From Friends:
Recommendations
and opinions about
various chat apps.

Secondhand:
Reviews and
feedback from
other users.

From Colleagues:
Insights about their
chat

 **What do they DO?**

1. What do they do today?
2. What behaviour have we observed?
3. What can we imagine the doing?

Today:
Use existing chat
apps.

Imagined Doing:
Download and try out
ChatConnect.

**Observed
Behaviour:**
May be frustrated
with current chat
app's performance.