

**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?

getting  
ready for  
the exam

A  
Psychology  
student

studying  
remote



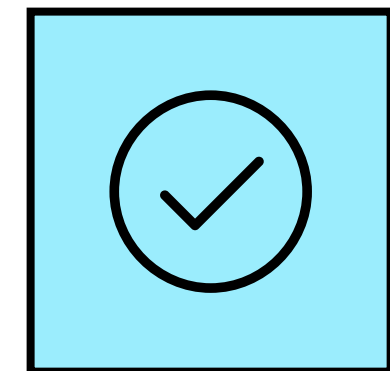
**What do they HEAR?**

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

It's  
important  
to have  
network

learning  
cloud  
become a  
norm

Once tasks  
are done she  
gets to enjoy  
the movie  
Expensive



**What do they DO?**

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

very bubbly  
attitude

Once tasks  
are done she  
gets to enjoy  
the movie

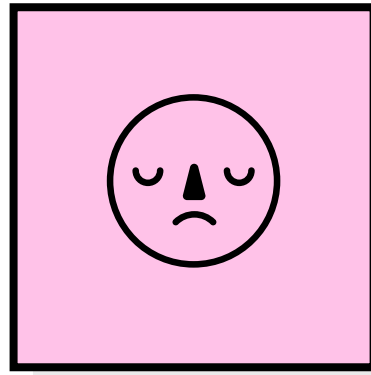
Like to  
move  
around

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

What are their fears,  
frustrations, and anxieties?

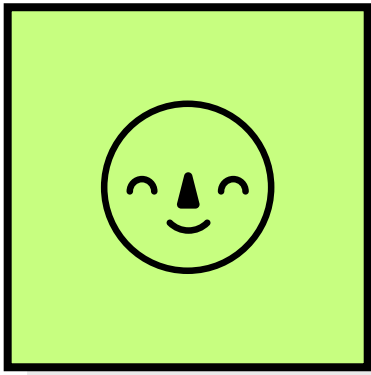


High fees

Expensive  
studymaterial

Will the  
cafeteria have  
vegan options  
or do i need to  
bring lunch?

Miss social  
interaction  
when  
interacting  
with online



**GAINS**

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

Want to  
help  
peoples

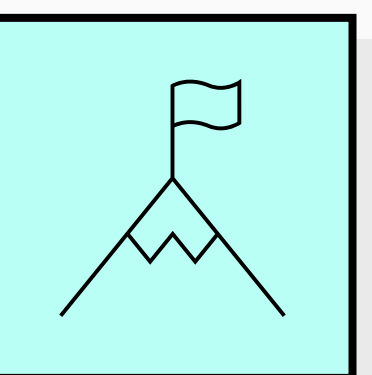
morning  
person  
perters early  
classes

pass the  
final exams

**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?

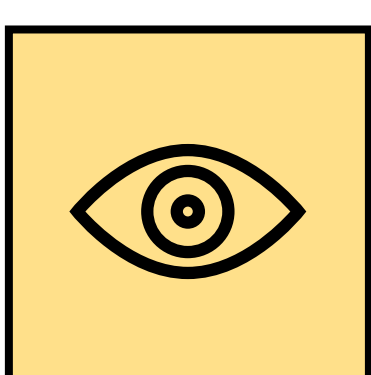
Find an extra  
job to support  
themselves  
while studying

Make  
friends



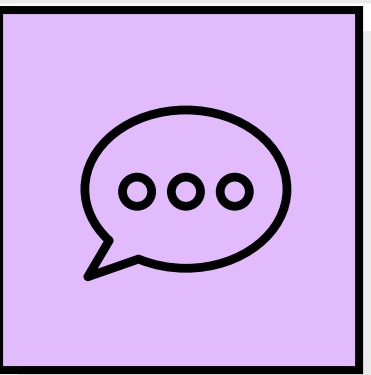
Sees smiles  
and fist  
bumps

using  
cellphones for  
directionand  
assistance in  
marketplaces



**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?

Enjoy going to  
music/theatres  
department

Enjoys  
movies,zoo  
and going to  
her favorite  
restaurant