



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Empat

Use this frame deep, shared empathy for compathy map aspects of a condition point understand years and mindset.

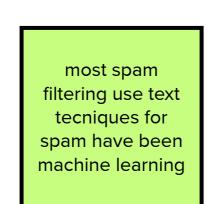
Says

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

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?







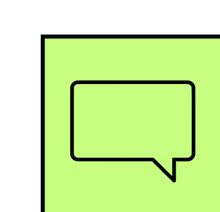


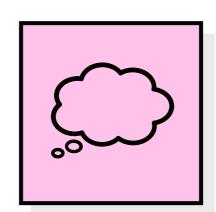
I have to

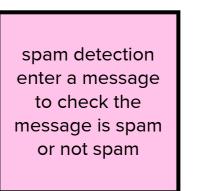
spam filtering

with machine

learning

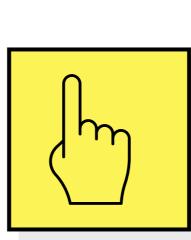


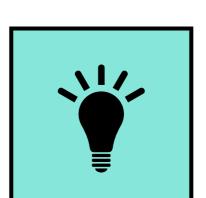




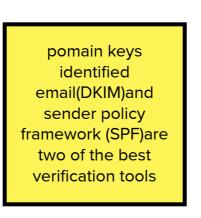




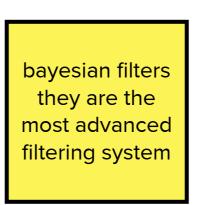
















Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Feels

