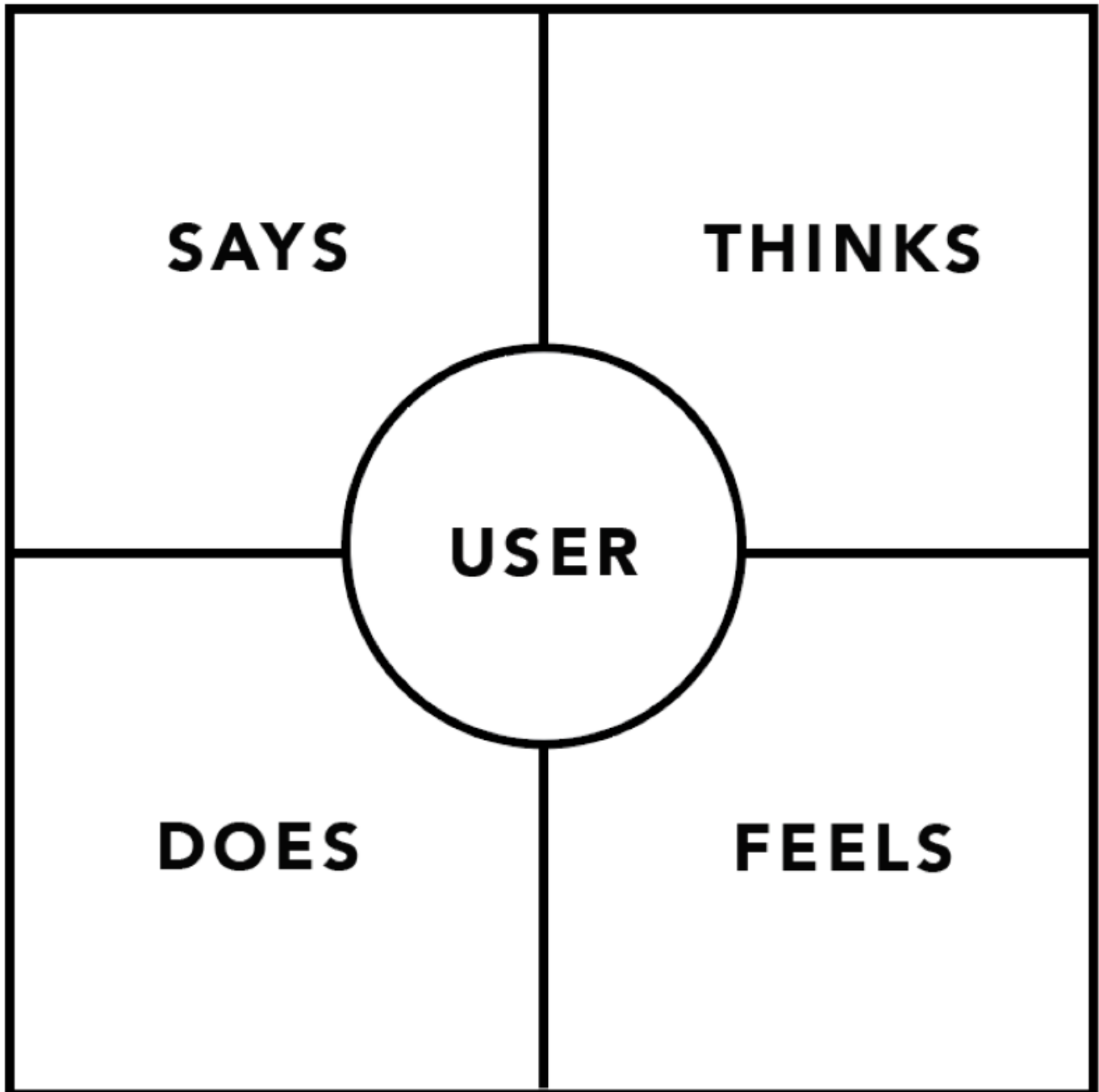


EMPATHY MAP



What do they DO and SAY?

What are their behaviors and how do they conduct themselves?

What is their attitude and what do they say?

- This may change depending on where they are, who they are with, or is nearby. Attitude can be actions towards others or how they convey something.

What do they THINK and FEEL?

What matters to the user that they are thinking about it?

- Consider positive and negative sides of thoughts.

What makes them feel good or bad?

What do they worry about or what keeps them up at night?

- Their mind is exploring paths and possibilities as they consider doing or trying something.

How do they feel? Frightened? Excited? Anxious?