EMPATHY MAP

What do the customers you have interviewed think? What are their motivations, goals, needs, desires?

What do they think?

What emotions do the users you have interviewed feel? Consider clues such as body language, word choice, and tone of voice.

What do they feel?

What do they say?

Write down quotes and important keywords that the user has said.

What do they do?

Describe the actions and behaviour you have observed