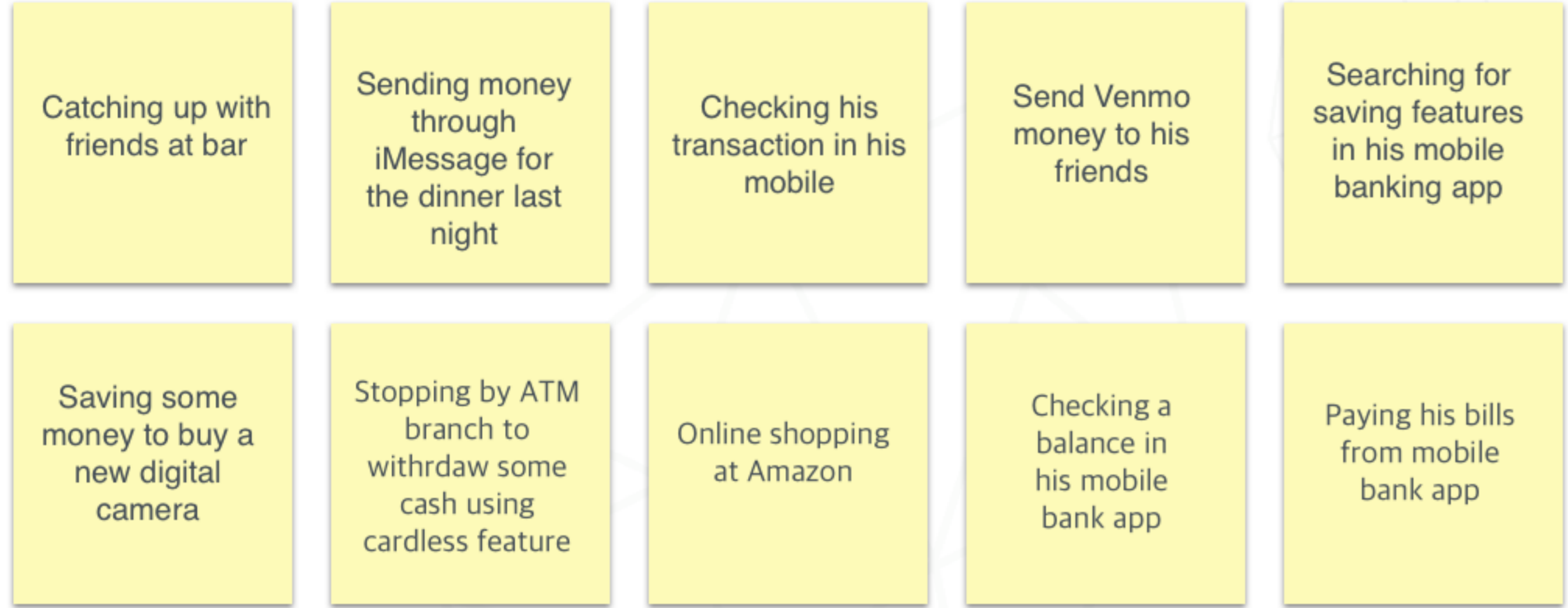


EMPATHY MAP

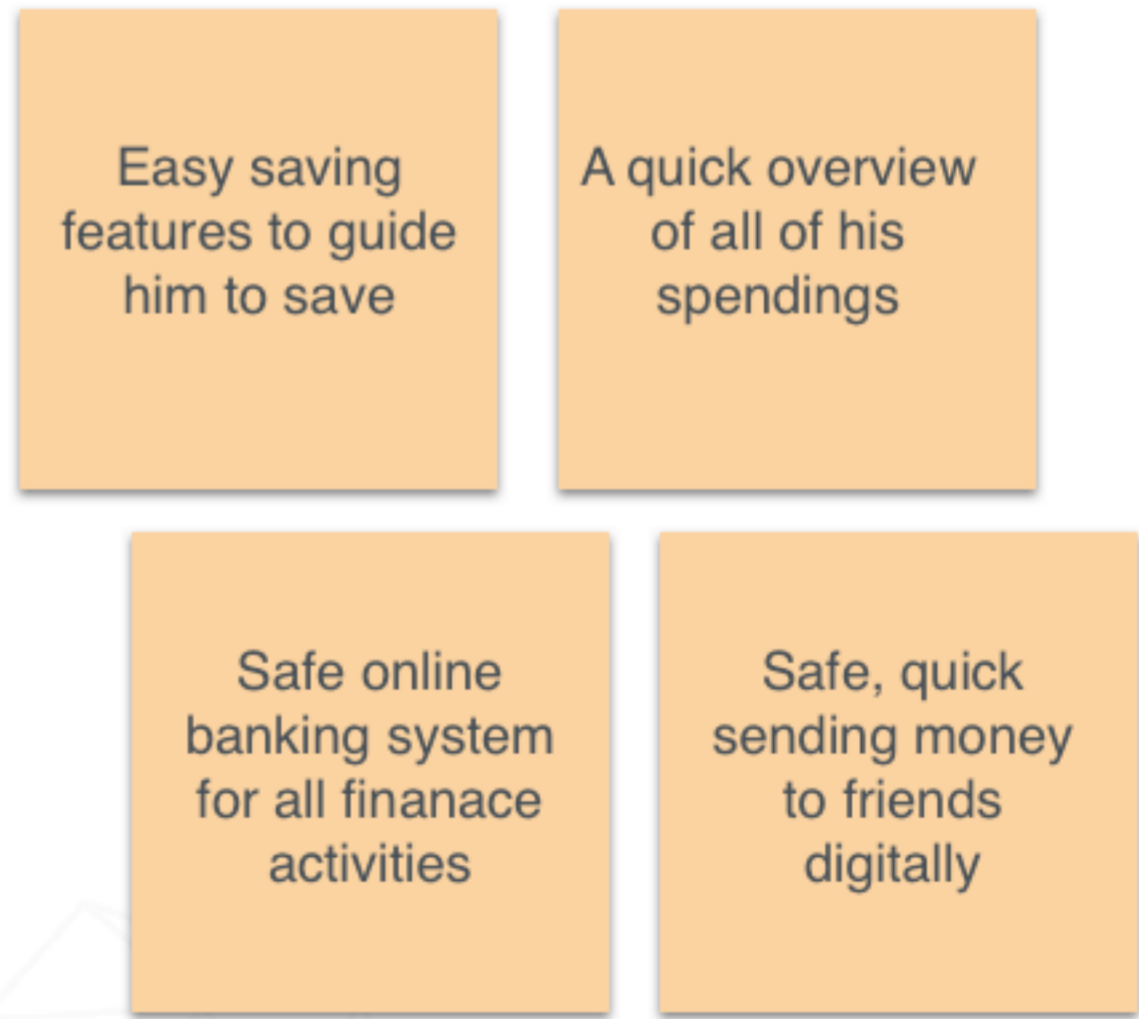
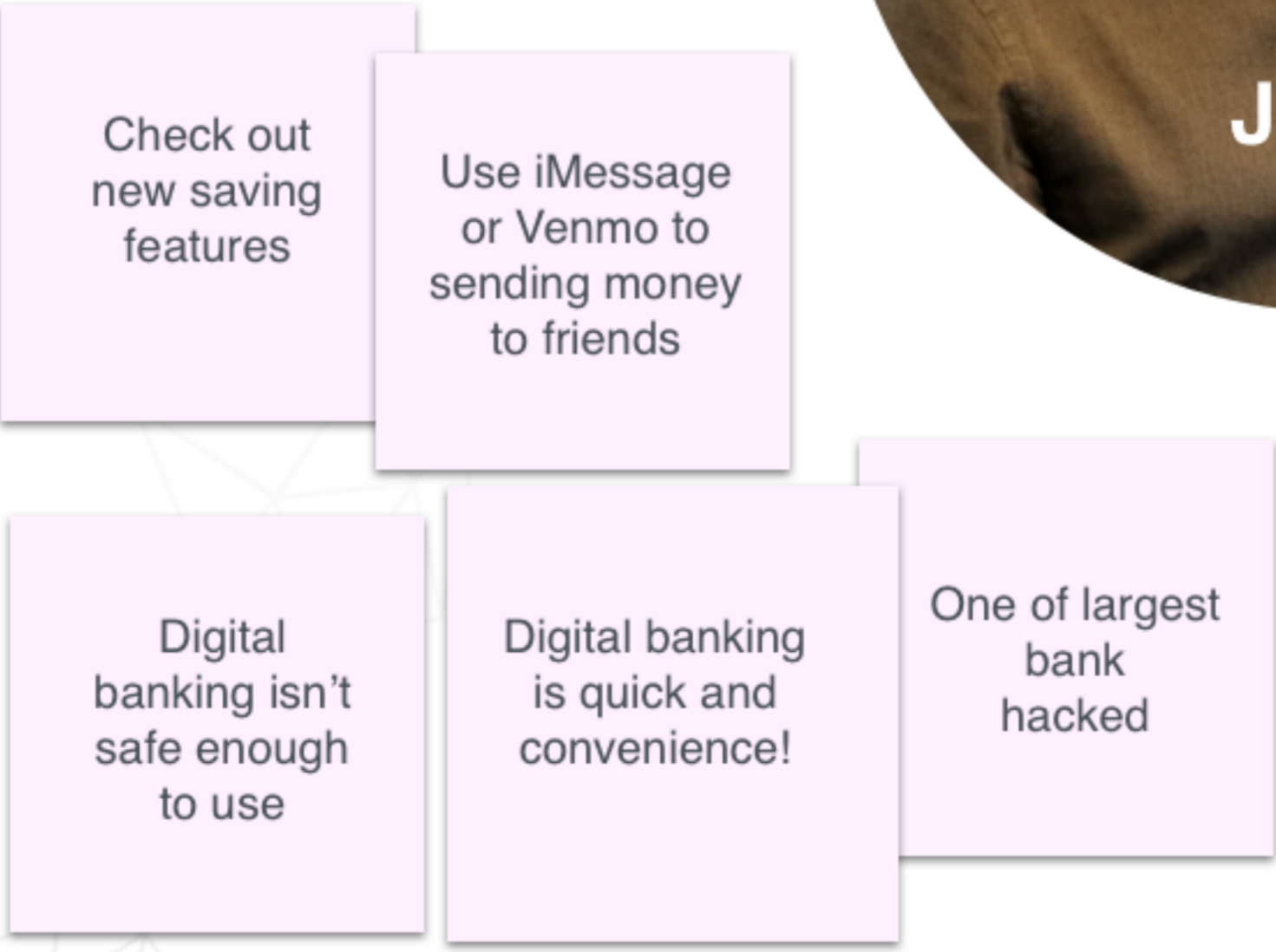
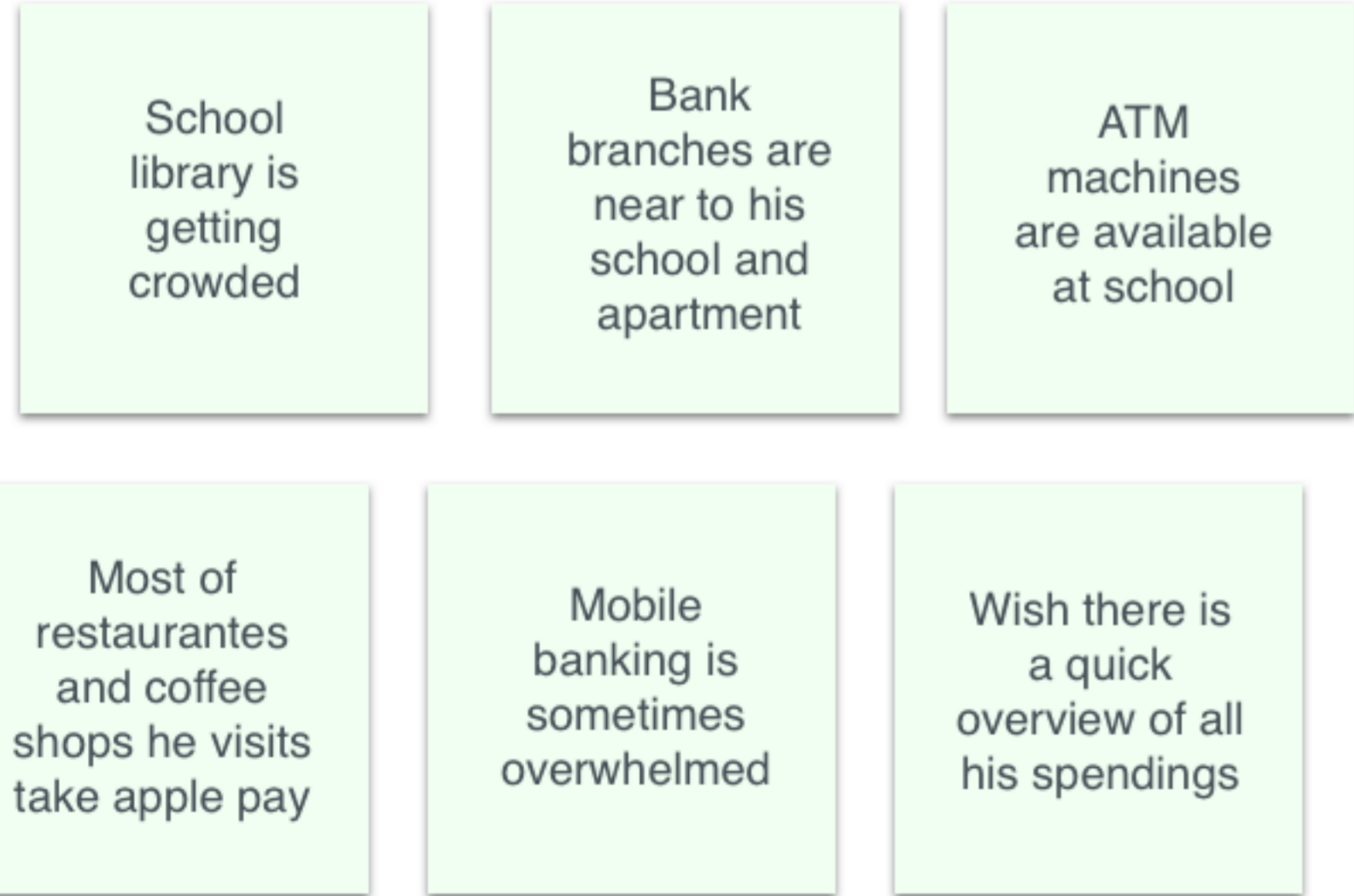
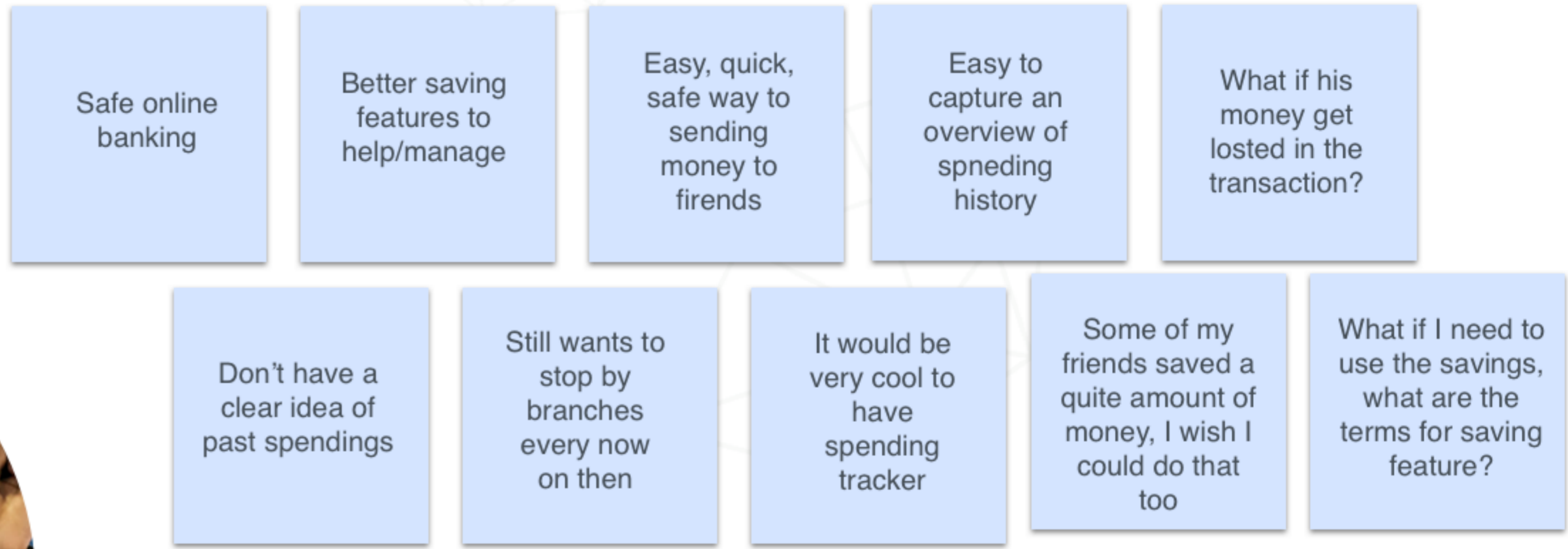
DOING

What does a typical day look like for your user?



THINKING & FEELING

What is important to your user?
What are your user's hopes, dreams, or fears?



SEEING

What is your user's environment like?

HEARING

What influences your user?

PAINS

What obstacles or challenges does your user have?

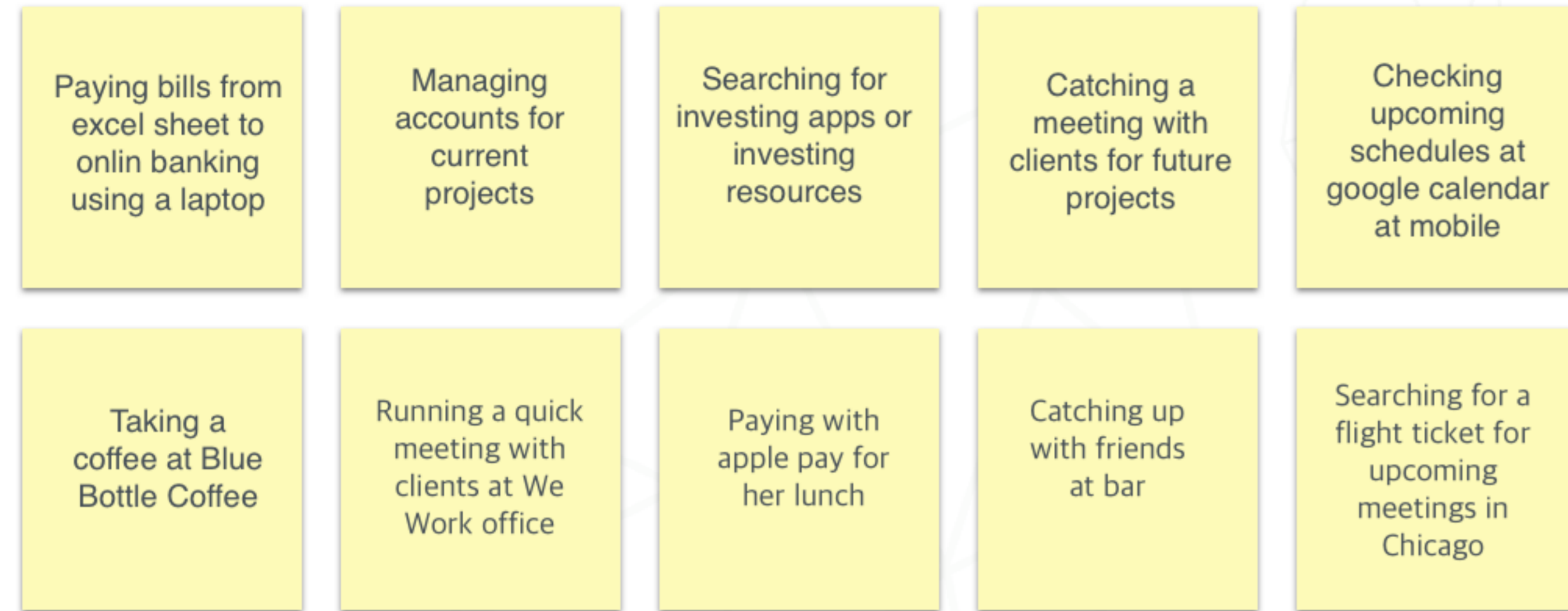
GAINS

What does your userhope to achieve?
How might your user measure success?

EMPATHY MAP

DOING

What does a typical day look like for your user?



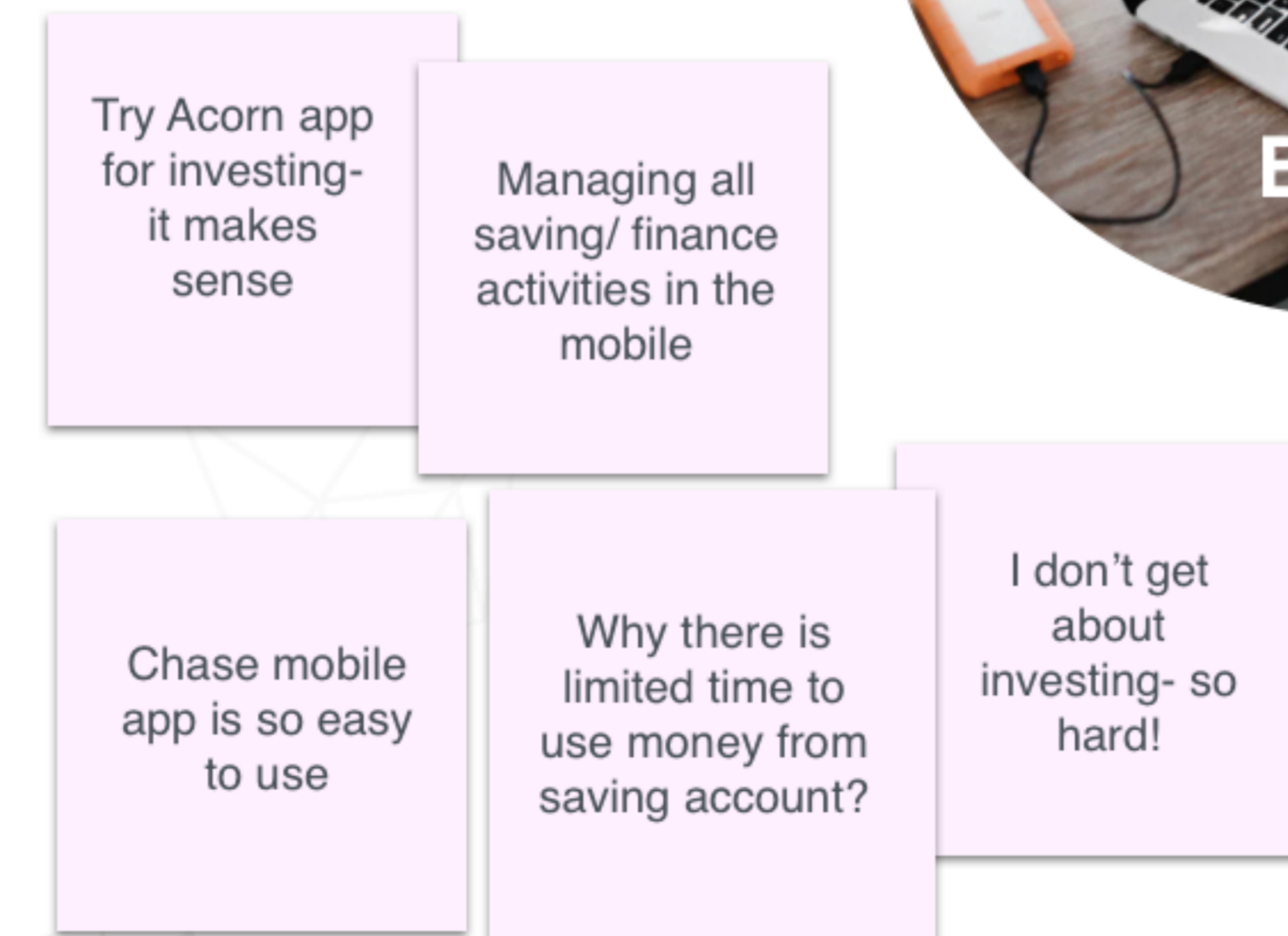
THINKING & FEELING

What is important to your user?
What are your user's hopes, dreams, or fears?



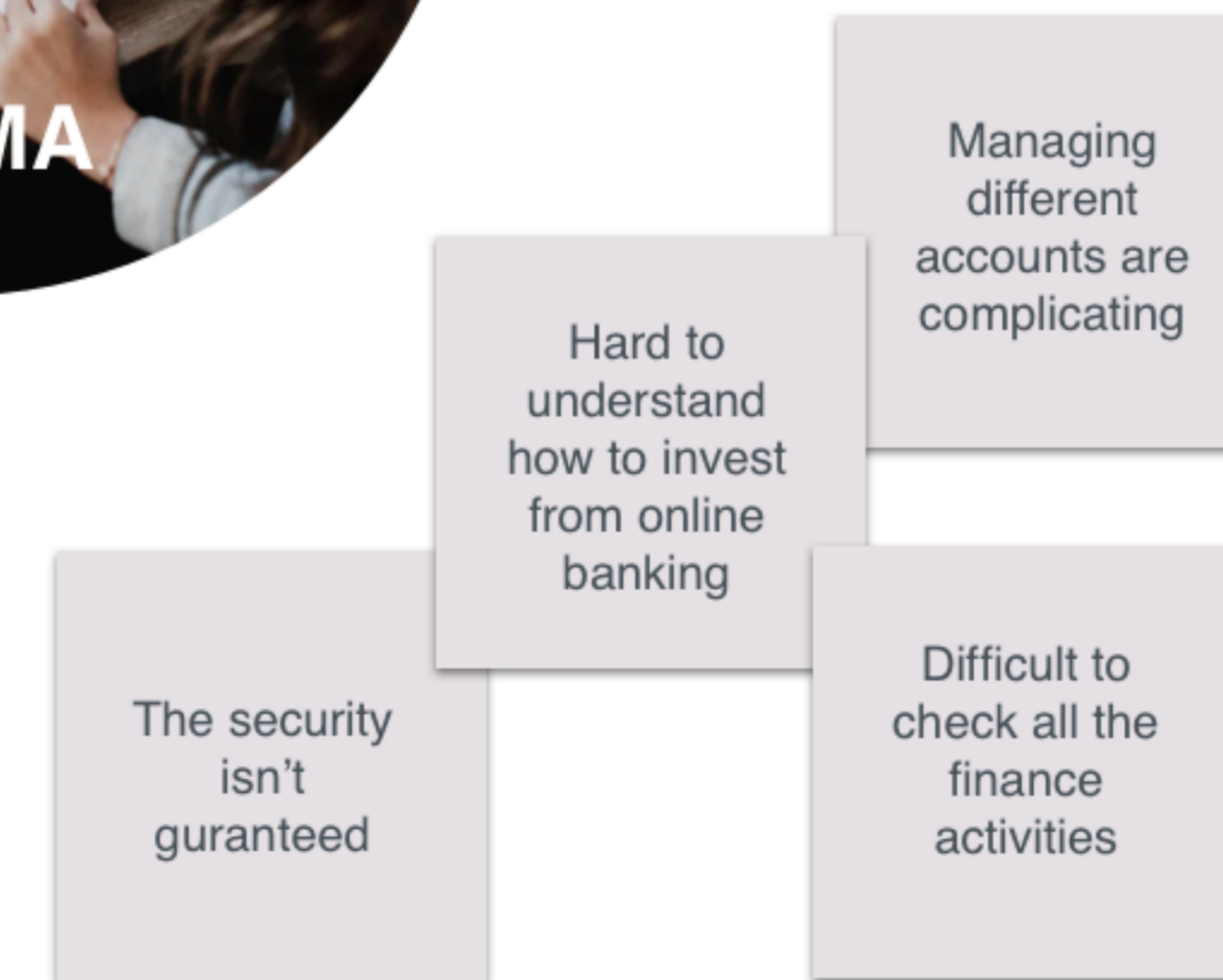
SEEING

What is your user's environment like?



HEARING

What influences your user?



PAINS

What obstacles or challenges does your user have?



GAINS

What does your userhope to achieve?
How might your user measure success?