Empathy

Think and Feel

Motivations
Emotions
Dislikes
Thoughts
Ideas
Likes
Point of view
Assumptions

See

Hear

What are they listening to?

Who are they listening to?

Feedback
Opinions

Effort
Behaviour

Say and do

What does the user say?
What does the user do?

Goals

- Short term
- Long term
- What does the user need?
- What does the user want?

Frustrations

- Pain points
- Problems
- Limitations
- What is difficult for the user?