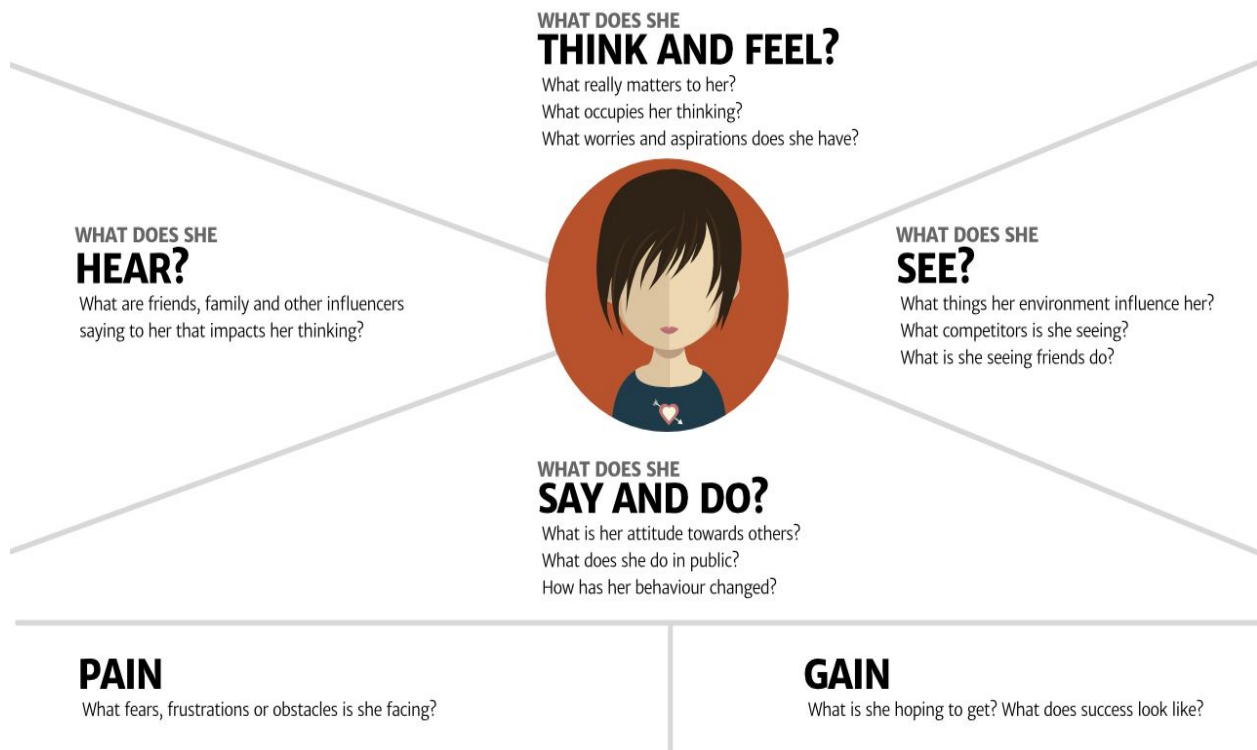


WORKSHEET #7: EMPATHY MAP

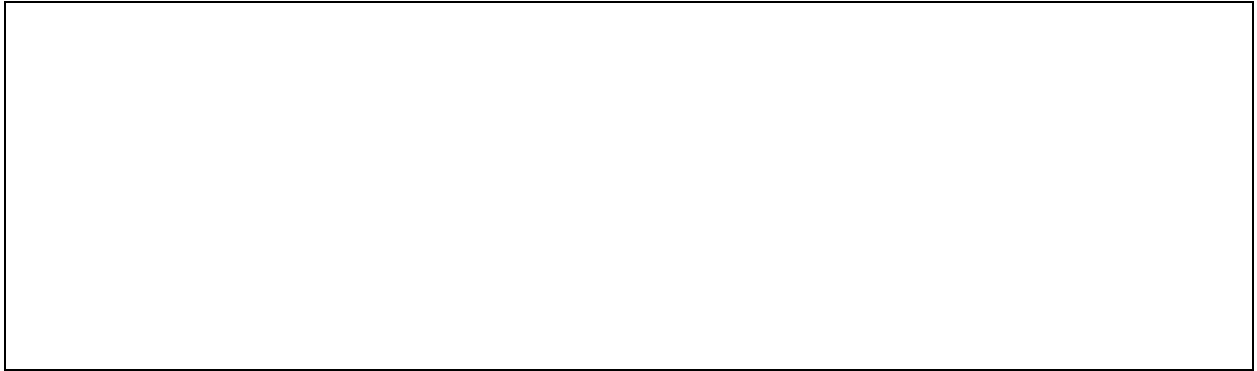
Take what you've learned from the interviews and list the beneficiaries' (user's) needs in the boxes below the empathy map.

Needs are verbs, i.e. activities and desires - they're the actions the user takes. Identify needs directly from the user traits you noted. Try identifying needs based on contradictions between two traits, such as a disconnection between what a user says and what the user does.

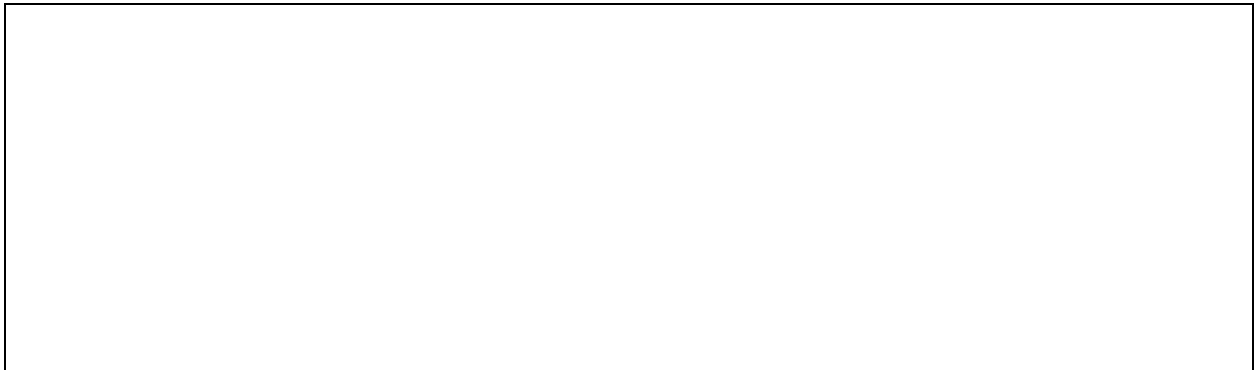


List what the beneficiaries might THINK AND FEEL:

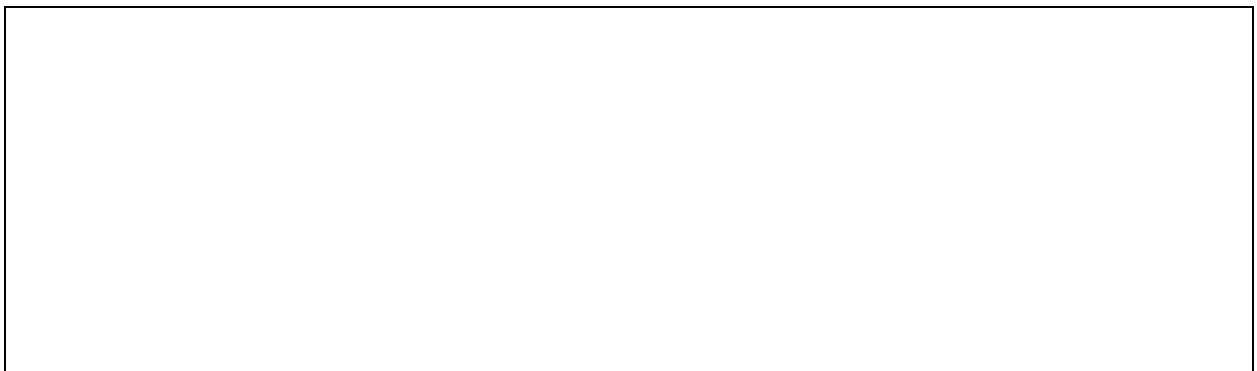
List what the beneficiaries might SEE:



List what the beneficiaries might SAY AND DO:



List what the beneficiaries might HEAR:



List what the beneficiaries' PAINS might be:

List what the beneficiaries might want to GAIN: