

Empathy Map Canvas

Designed for: **They Both Die at the End**

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Date: **1/23/22**

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Mateo Torrez

Mateo doesn't know how to spend his last day alive.

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

**Mateo has to decide how to spend his final day living.
Mateo doesn't know the right company to spend it with.
Mateo wants to finally get out of the house.
We will know success if he is content in death.**

7 What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

Mateo is not only afraid of death, but fears not being ready for it too. Mateo anxiously worries about being alone during his final hour as well.

GAINS

What are their wants, needs, hopes and dreams?

Mateo wants to leave his mark in the world, being able to say that he had a positive impact in life.

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Mateo is playing video games alone in his apartment.

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Mateo has recently befriended Rufus, who motivates him to live his final day alive to the fullest.

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

Mateo can't accept the fact that he didn't take enough risks throughout his life and he's not prepared to die because of that.

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

**Mateo is uneasy during his last day alive.
Mateo doesn't change his behavior as much as he'd like.
Mateo and his loved ones share time together before his death.**