

Name(s): \_\_\_\_\_

## EMPATHY MAP

Product \_\_\_\_\_

Persona \_\_\_\_\_

### WHAT DOES THIS USER...

SEE	What do they see in their environment?
THINK & FEEL	What are they thinking and feeling? What are their worries and aspirations?
SAY & DO	What do they say and do in public? How do they act?
HEAR	What are they hearing from others? Influences?

Use these considerations when answering the questions below.

### KEY NEEDS

List the top 3 needs your user has when using this product:

1	
2	
3	



## CHALLENGES OR PAINS

What are the biggest challenges or frustrations your user might experience?

1	
2	
3	



# Product Redesign Planning

## YOUR REDESIGN IDEA

Describe how you would redesign the product to make it easier for your user.

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## KEY FEATURES

List 2–3 changes you'll make and explain why each helps the user.

Feature	Why It Helps

## SKETCH & PROTOTYPE

Use the space below to sketch your redesigned product. Label the essential features. Use the supplies to prototype your idea or a key piece of your idea.

