

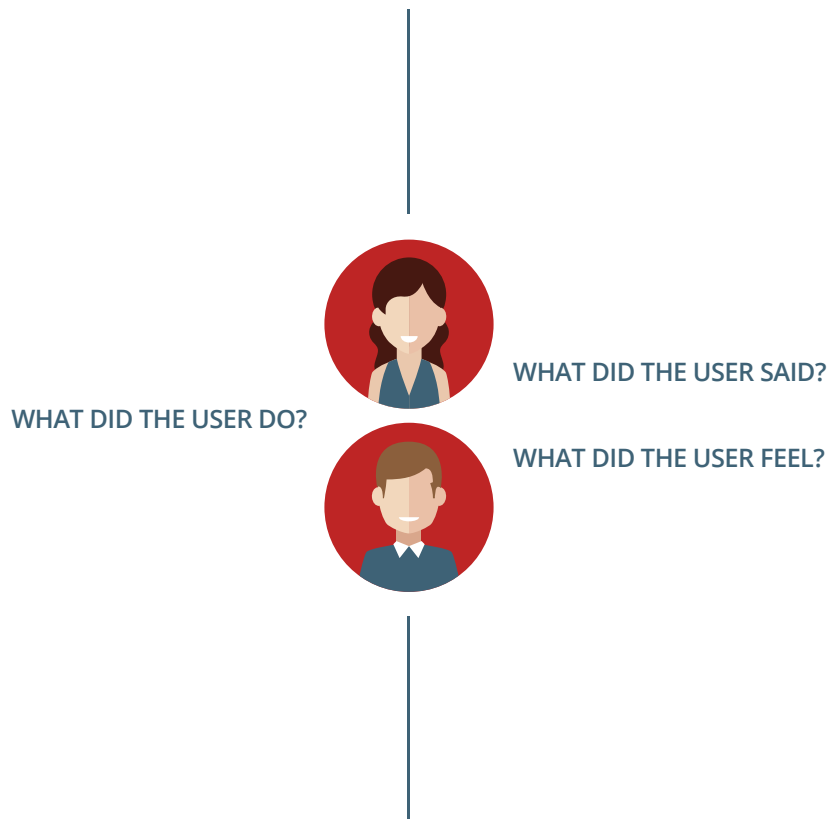
PERSONA :

SCENARIO :

Defining user requests and needs within the interaction of user with the products.

Example: Our persona, Mrs. Nesrin's son, got a present to her mother on mother's day.

Making a brainstorming with the questions "What Mrs. Nesrin felt while opening the present, what did she said, what did she do, what did she feel...", you can create the empathy map.



WHAT DID THE USER DO?

What did the user do while interacting?

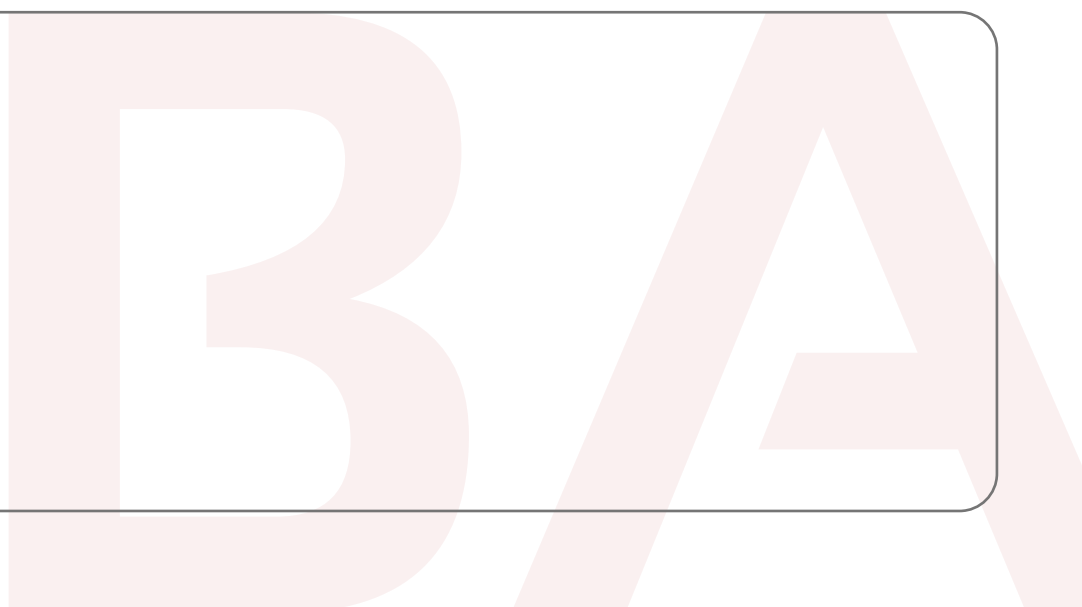
WHAT DID THE USER SAID?

What did the user said while interacting with the product? What are the user's comments?

WHAT DID THE USER FEEL?

What did the user feel while interacting (anger, confusion, excitement, etc.)?

INSIGHTS :

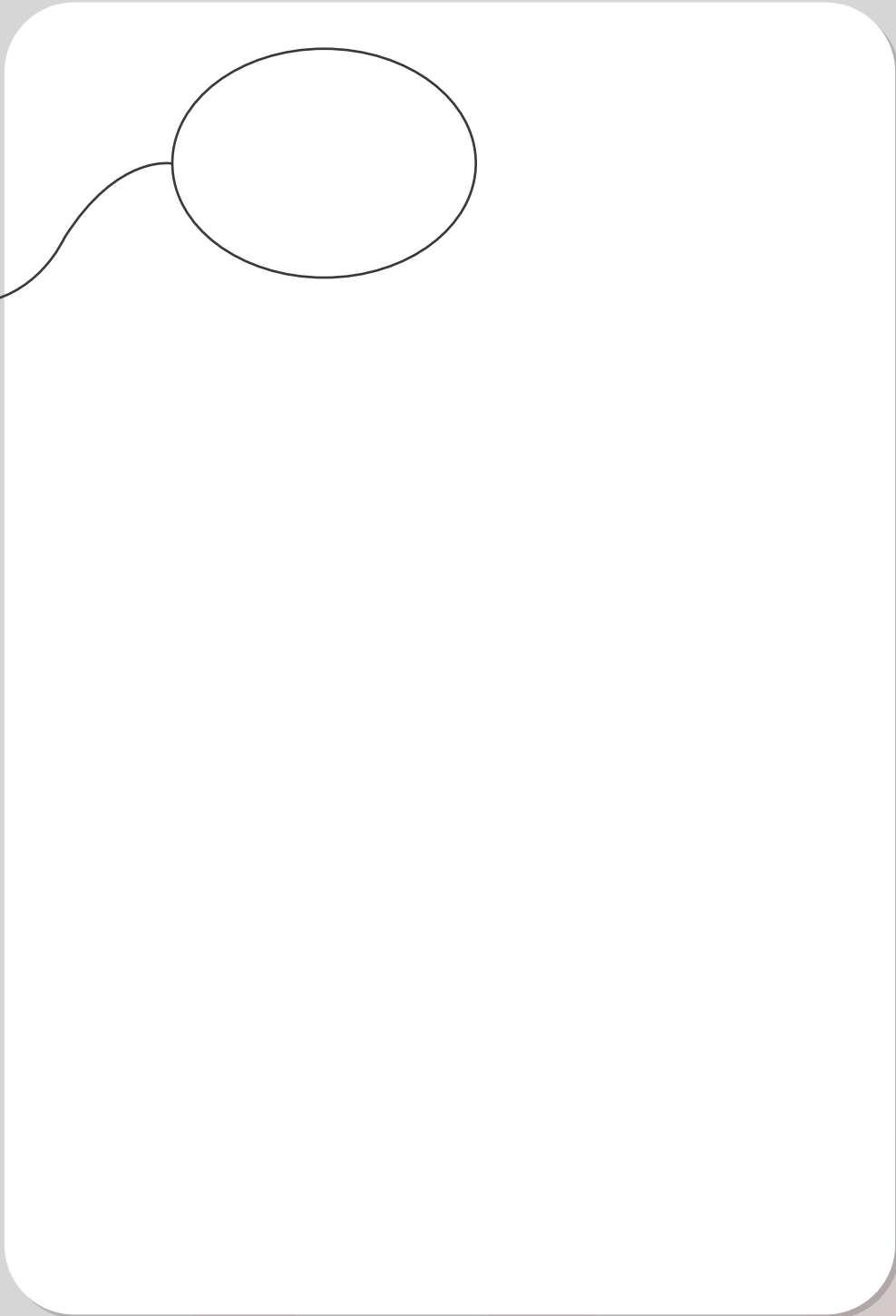




ACTOR-1



ACTOR-2



PHOTOGRAPH

Life motto: “ ”

DEMOGRAPHICS

Name:

Age:

Occupation:

Educational Status:

Technological Proficiency:

Internet Usage:

Favorite Website:

Product:

RELATIONSHIP WITH THE PRODUCT

(How is the person's daily interaction routine with the product? With what purpose, at what level, how often he/she uses it... etc.)

PRODUCT USAGE MOTIVATIONS AND BENEFITS

(Why she/he wants to use it, what is simplified in his/her life...etc.)

PROBABLE USAGE BARRIERS

(Why she/he might not want to use it, what hardships she/he might encounter while using it...etc.)

LIFESTYLE COLLAGE





Persona Name:

Slogan:

Motivations:

Demotivations:

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
DO				
TOUCH POINTS				
THINK / SAY				
FEEL				
PAIN POINTS				
OPPORTUNITIES				