

Empathy Map

What did you expect them to see?

What did you expect them to say?

What did they actually see?

What did they actually say?

What did you do in response to your findings?

What did you do in response to your findings?



What did you expect them to feel?

What did you expect them to do?

What did they actually feel?

What did they actually do?

What did you do in response to your findings?

What did you do in response to your findings?

See
Say

Feel
Do

Name

Student ID

Team no.