COURSE **Design Thinking**

ASSET **Empathy Map with Buckets**

treehouse

Stable Sarah

SAYS

FAMILY WELFARE

- Do you need anything?
- Who's hungry?
- Does anyone need anything?
- I love you!
- Let's take a trip!
- Hey! Cut that out!

BUDGET

- That doesn't fit into my month's budget.
- Saves for the month.
- I need to stay in my budget.

Did my order go through?

THINKS

HUMAN NEEDS

- I'm hungry
- Tired, needs a break

SCHEDULING

- Kids schedule
- Wants to have an amazing experience

FAMILY

- I adore my family.
- Family 1st
- Makes everyone feel important

VALUE

- I need to make an informed decision.

DOES

HECTIC LIFESTYLE

- Pick up kids
- Going, going, going

FAMILY FIRST

- Supports her family
- Keeps family in line

PERSONALITY

- Warm & welcoming
- Considerate

FEELS

"ME" TIME

- Stoked to have a day to herself
- Time to relax
- Happy to explore my hobby

FAMILY FIRST

- Her children come before everything else
- Loves being with her family