COURSE **Design Thinking**

ASSET **Empathy Map**

treehouse

Stable Sarah

SAYS

Do you need anything?

Who's hungry?

Does anyone need anything?

I love you!

Let's take a trip!

Hey! Cut that out!

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

I'm hungry

Tired, needs a break

Kids schedule

Wants to have an amazing experience

I adore my family.

Family 1st

Makes everyone feel important

I need to make an informed decision.

DOES

Pick up kids

Going, going, going

Supports her family

Keeps family in line

Warm & welcoming

Considerate

FEELS

Her children come before everything else

Loves being with her family

Stoked to have a day to herself

Time to relax

Happy to explore my hobby