GINEVRA GIACON CATERINA BORGATO TOCCON, ANDRES PavioLA STE FONO BOT Date Author EMPATHY MAP Customer name THINK AND FEEL "I'M LAKE FOR ... majory "I WANT TO GO HOKE TIRED SAD ANGRY WHEEL THEMAC CLACSON happy ENGINES CARS LIGHTS MUSIC CLACSON HEAI MUSIC THE TRAFFIC POLICE the horizon MUM AND ENGINE 1 90 to BRAKE sleep SHEP DREAM TALK USE THE PHOVE READ LISTENCO SAY AND DO MUSIC GAIN PAIN wants, needs, measure of success fears, frustrations, obstacles

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TIME WHICH DOESN'T