

1. WHO are we empathizing with?

The user is a 5 year old kid who lives with his working parents. He loves toy cars and has a huge collection on them.

GOAL

2. What do they want to do?

The user wants to collect more toy and play with them. He wants to own the toys that his friends or cousins own.

6. What do they HEAR?

- He hears that his favorite toy brand has a new toy in the market
- He hears his grandparents are coming to visit and anticipates for they would bring a toy.
- He hears his cousin has a toy that he wants to own.

7. What do they THINK & FEEL?

PAINS

- Having to share toys with friends and cousins
- Not having more toys
- Not having toys that his friends or cousins own.
- Waiting till end of the day to get appreciation for his creativity.

GAINS

- Own more toys
- Get appreciation for his creativity
- Play on his own

What other thoughts & feelings might motivate their behavior?

- Having a companion to play with.
- Playing outdoors.

3. What do they SEE?

He sees that his parents are busy with works so he keeps himself engaged building a story around his toy collection.
He sees that his grandparents bought him a craft kit that he is not interested in.

4. What do they SAY?

She says...

- "I want more toys."
- "These are my toys, I will not give it to anyone."
- "If they share their toy I will share mine too."

5. What do they DO?

- He doesn't want to give away his toys as he wants to play with them all. although he play only with his favourite toys
- He waits for his parents to get free to show his new creative toy project.
- He makes a DIY toy with parts of broken toys.