

Understanding the fundamentals of a person or persona goes beyond empathy mapping.

Yet, it is a building block from which the team can relate to their users, but also a starting point from which UX can branch out to sub-personas in their Usability tests.

I often asked new team members to map themselves, with great success. It helped teammates relate to each other, helping to better relate to the users they were working to please.

professional me empathy map

think & feel? (desires)

- I value Authenticity, Honesty, Transparency
 I dream to financially be free and travel the World
- · I am moved by human solidarity and generosity
- My goal is to have a positive impact and legacy

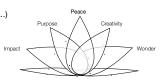
influences (trust)

- · I'm influenced by innovators & creatives
- · I follows spiritual & thought leaders I'm interested in everything (almost :)
- I do not follow medias (push) but proactively
- research subjects of interest (pull)



perceive (judge)

- I perceive beauty in Digital & Physical (Nature, Farming, Architecture,...)
- · I value creativity and ingenuity in all its forms
- I'm dishearten by dishonesty and malice
- I dislike incompetence and arrogance



say & do? (behaviour)

- I'm a very positive and can-do attitude person
- I project passion, leadership and confidence
- Self-taught & curious, I always learn and share new knowledge, findings
- I have the habit of questioning everything and think of better ways
- Workaholic (really!) Pain Points
- Critical
 Out spoken

- **Gain Points**
- Empathic Passionate Generous
- · Versatile

I don't want things, I want moments & memories! "



