

# EMPATHY MAP

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"Aspiration, target outcome, specific behavior"

"I don't use a specific application"

"Calendars are lacking"

"I check my phone all day - every few minutes... I probably spend 20 minutes on it every hour"

"Recovery uses total honesty"

"It's easier to visualize & organize my activities using technology"

"I use my phone when I don't want to use mental power"

"Habits: good ones were created intentionally & bad ones emerge due to lack of self-control"

"People can be primed to relapse"

"Besides my calendar, I generally don't use apps to help me do things"

"Social media uses positive & negative reinforcement"

"I'm lazy & forgetful so I'm trying to be more organized to combat that"

"Emotions create habits - immediacy & intensity"

"I want to be productive but I also want to be happy & healthy"

"I try to use technology less to be more efficient"

"I get distracted & stay up late working... then I can't get up early to work"

"Daily habits make me feel good & help me stay calm & destress"

## SAY

Apps are distracting

I can be more efficient with my time

Emotions create habits

Social networks affect habits & addictions

Technology should be simple

Technology should help people do what they want

Addiction is a mental illness that can be hereditary

Scheduling makes things easier to maintain

I should be working more

A good balance is needed between happy & productive

I am not reaching my full potential

There is never enough time

Calendars are good for productivity

More self control is needed to break bad habits

I need to get more sleep

My phone does more harm than good

## THINK

Lazy

Unmotivated

Frustrated

Unfulfilled

Stressed

Distracted

Overwhelmed

Tired

Bored

Angsty

## FEEL

Aspirational

Trapped

Limited

Motivated

Conflicted

Unsatisfied

## DO

Use sticky notes or other visual cues

Count days (with or without habit)

Create small habits to make bigger ones

Excessively use social media

Eat a lot & eat late

Use email on phone

Set goals

Constantly check phone

Exercise & eat healthy

Keep lists

Get distracted

Make replacements

Set alarms

Make calendars

Do homework

Stay up late

### "Needs"

- > Constant engagement w/ phone
- > Lists, calendars, alarms, & notes
- > Lifestyle goals & changes (i.e. exercise, health, food, sleep, productivity)

### "Insights"

- > Technology does more harm than good (i.e. distracting, overcomplicated)
- > Unfulfilled, limited, & conflicted
- > There is room for improvement