



Quiz/ Exercise

1. An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.

- a) True
- b) False

2. Please indicate what sentence is correct:

- a) personas tell you who your customers are and empathy maps tell you what those customers' attitudes and behaviors are towards your brand
- b) empathy maps tell you who your customers are and personas tell you what those customers' attitudes and behaviors are towards your brand

3. What are the correct sentences?

- a) The Says quadrant contains what the user says out loud and ideally, it contains verbatim and direct quotes from research.
- b) The Thinks quadrant captures what the user is thinking throughout the experience.
- c) The Feels quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context.
- d) All answers are correct

4. What are the relevant questions for "The thinks quadrant"?

- a) What does the user physically do?
- b) How does the user go about doing it?
- c) Ask yourself what occupies the user's thoughts?
- d) How does the user feel about the experience?

5. What is missing in the quadrant below?

- a) does
- b) run
- c) do and work
- d) all answers are correct

