

Example Empathy Map: Finding out about people's eating habits

Say	Do
<p>I am too busy to cook healthy dinners.</p> <p>I run out of time to pack a good lunch.</p> <p>I would like to eat better.</p> <p>When I have a routine for lunches and dinners I eat well.</p>	<p>I buy lunch from the canteen if I run out of time to pack it.</p> <p>I buy takeaway food for dinner if I don't have time to cook.</p> <p>I sometimes eat foods like packet noodles.</p> <p>If I have a routine, I eat a healthy lunch.</p> <p>I eat well at home.</p>
Think	Feel
<p>I wish had more time to focus on eating habits.</p> <p>I wish the canteen had a broader range of healthy options.</p> <p>I am letting myself down.</p> <p>I think my system works well.</p>	<p>Too tired to think about preparing food.</p> <p>Unhappy that I'm not eating healthy food.</p> <p>Positive that I can make change.</p>

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What themes/trends/ideas can you identify in the empathy map?