

EMPATHIZE

Empathy Maps

Says, thinks, does and feels — with the contradictions circled

Four quadrants per persona. The useful part is not the quadrants — it is the gap between what people say and what they actually do, because that gap is where the design problem is hiding.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 0 — Discovery & Research	1.0	Tauseef Abbas

Method

Empathy maps were built from the same interview pass that produced the personas. Each map records four quadrants — **says, thinks, does, feels** — for one persona archetype.

The value is not in the four boxes. It is in the gaps between them. Where what someone says and what they do diverge is where the real design problem lives, and those contradictions are circled explicitly on every map below.

READING THESE MAPS

Says — verbatim or near-verbatim language from sessions. **Thinks** — what they believe but did not say aloud.

Does — observed behaviour. **Feels** — emotional state at the moment of the behaviour.

Empathy Map — Sadia

Sadia

34 · TEACHER · ROMAN URDU · MODERATE TECH COMFORT

Context: recurring morning knee stiffness, two weeks, three prior doctor visits

SAYS	THINKS
"Doctor ne bas medicine likh di, kuch bataya nahi."	Nobody has actually explained what is happening to my body.
"Main Google pe dekhti hoon lekin har jagah alag likha hai."	The internet is not trustworthy but it is all I have.
"Ghar ka totka behtar hai chemical se."	Natural remedies are safer, even if slower.
"Apne group mein pooch leti hoon."	My family's opinion carries more weight than a stranger's expertise.

DOES	FEELS
Searches symptoms in Roman Urdu on Google	Frustrated — results are generic and contradictory
Posts the question in the family WhatsApp group first	Safer, but no more informed
Screenshots useful content and forwards it	Validated when someone she trusts confirms it
Abandons apps that ask her to register before showing value	Impatient — low tolerance for digital friction
Uses voice notes rather than typing long messages	Typing long text in English feels like effort

THE CONTRADICTION

She **says** she wants a real explanation of her condition. She **does** accept a one-line WhatsApp answer from a cousin with no medical training. The gap is not knowledge — it is **trust delivery**. She will accept shallow information from a trusted source over deep information from an untrusted one.

What this means for design: depth of content is not what earns Sadia. Familiarity of voice is. Saad must sound like the trusted cousin and carry the accuracy of the specialist.

Empathy Map — Asad

Asad

41 · IT MANAGER · ENGLISH · HIGH TECH COMFORT

Context: mild hypertension with stress-related fatigue, years of self-directed research

SAYS	THINKS
"Most of these health apps are just repackaged WebMD."	I will know within one answer whether this is serious.
"I've read about Safra imbalance — does it actually know that?"	I am testing you. This is not a real question yet.
"I'd rather buy local if the sourcing is transparent."	Imported supplements are overpriced and hard to verify.
"AI giving medical advice makes me nervous."	If it oversells its certainty, it is dangerous and I am out.

DOES	FEELS
Opens on desktop, not mobile — deliberately	Evaluative. This is an assessment, not a consultation.
Scrolls past the hero to read "How it works" before typing	Cautious — wants to know what he is dealing with
Reads the about page and credentials before engaging	Reassured by specificity, alienated by marketing copy
Asks a deliberately technical first question	Sceptical, testing for depth
Recommends in professional groups once convinced	Proud to have found something credible locally

THE CONTRADICTION

He **says** he is nervous about AI giving medical advice. He **does** ask the AI a complex clinical question within ninety seconds of arriving. He is not avoiding AI — he is auditing it.

What this means for design: Asad's trust is won by the system knowing its limits. The escalation to Dr. Abdullah is not a failure state for him — it is the strongest possible credibility signal, because it proves the system is not overselling.

Empathy Map — Nargis

Nargis

58 · HOMEMAKER · ROMAN URDU ONLY · LOW TECH COMFORT

Context: chronic arthritis; product accessed entirely through her son's phone

NOTE ON THIS MAP

Nargis's map has a second actor in it. Her son is present in almost every "does" row. A map that records only her behaviour would misrepresent how the product is actually used.

SAYS	THINKS
"Mujhe samajh nahi aata yeh sab."	This is not built for someone like me.
"Bas dard kam ho jaye."	I do not need to understand it — I need it to work.
"Pehle wala tel bekaar tha."	I have been disappointed by cheap products before.
"Beta, tum dekh lo."	My son will judge whether this is legitimate.

DOES	FEELS
Never opens the link herself — son opens it for her	Dependent, occasionally embarrassed
Listens as the response is read aloud	Attentive when the language is simple and warm
Asks concrete, physical questions — "green wala hai?"	Grounded in the tangible, not the abstract
Judges the product only by whether the pain improved	Indifferent to the interface entirely
Tells other women in her circle if it worked	Generous — offline word of mouth

THE CONTRADICTION

She **says** she does not understand digital tools. She **is** nonetheless one of the strongest referral sources in the audience — entirely offline, entirely by word of mouth, entirely invisible to analytics.

What this means for design: optimising Nargis's journey for her own comprehension is the wrong target. Optimise it so her son can read it aloud in one breath, and so the result is good enough that she talks about it.

Cross-persona patterns

Three separate maps, three recurring structural patterns:

PATTERN 01

Trust precedes content

All three evaluate the source before they evaluate the information. Nobody read carefully until they had decided the source was credible.

PATTERN 02

The first response is a verdict

Every persona formed a durable judgment from a single interaction. There is no second chance built into any of these journeys.

PATTERN 03

WhatsApp is the real product surface

Sharing, validating, and ordering all happen in WhatsApp. The website is where the decision forms; WhatsApp is where it completes.

What we design differently because of these maps

INSIGHT	DESIGN RESPONSE
Trust is delivered by voice, not depth	Saad's register matches the user's language before its content is optimised
The first response is a verdict	Latency budget of under 3s and a tone-matched first sentence are P0, not polish
Escalation reads as credibility	Dr. Abdullah card framed as "this deserves expert attention," never as a disclaimer
The phone may not belong to the patient	Copy is read-aloud tested; type scale and contrast sized for a 58-year-old reader
Referral happens off-platform	Share CTA is a first-class action, and the pre-filled message is written, not generic

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PHASE Phase 0 — Discovery & Research · **STATUS** Approved for design use

NOTE Sample deliverable published as a portfolio artefact at tauseefabbas.com