Empathy Map Canvas

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Date:

Version:

GOAL

1 WHO are we empathazing with?

A digital natives who is aware of the current issues of data security and online privacy, but couldn't do anything about it

2 What do they need to DO?

Looking for a platform where I know what meta-data is being published about me.

Maybe a dashboard that shows my activities online. Scrape all data I freely give out there

What do they THINK and FEEL?

My online behaviour is generating some meta-data and I just want to take control of that, to possibly share private-ly/publicly.

I wonder if there are safer ways to just be online? I just want to walk freely. I want to be a freebird.

I feel like there's no plat-form like a data dashboard that I know of that would advocate for me
Most online platforms only care about their own good.

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?

I want to limit shopping online, and wish that ads don't pop up when I'm browsing why does it seem like they know so much about me?

4 What do they SAY?

I want to decide what I am sharing about myself online, I want to know what those are and be aware of my online footprint and the impact it has on my privacy.

5 What do they DO?

I am constantly spending too much time online. I try to quit facebook but some-thing comes up and it always reeling me back in.

6 What do they HEAR?

My friend says Google knows everything about me, if so, What do I do to fix this?