

Sara — Empathy Map

Thinks

- “My work looks like everyone else’s.”
- “I want to experiment but don’t know how far is acceptable.”
- “Templates feel limiting.”

Feels

- Curious
- Insecure about breaking conventions
- Overwhelmed by rules

Says

- “Everything online looks the same.”
- “I want to try something different.”

Does

- Searches for unique websites
- Saves unconventional layouts
- Experiments but often reverts to safe choices

Leo — Empathy Map

Thinks

- “The industry is stuck in repetitive cycles.”
- “We need new perspectives.”

Feels

- Frustrated
- Motivated to find originality
- Tired of template-led design

Says

- “Show me something I haven’t seen.”
- “Why do all sites follow the same pattern?”

Does

- Reviews design work critically
- Looks for fresh inspiration
- Shares interesting finds with his team

Alex — Empathy Map

Thinks

- “Why should digital design be so predictable?”
- “I want work that challenges me.”

Feels

- Excited by experimentation
- Confident navigating unusual structures

Says

- “This is interesting.”
- “This feels alive.”

Does

- Explores experimental sites
- Creates interactive sketches
- Publishes unconventional work