



Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

**Build empathy** The information you add here should be representative of the observations and research you've done about your users. **Thinks** Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? vehicle will Wants to reduce air find a car pollution for a good price This is annoying vehicle cheaper maintenance thats eco Enough and safer friendly charging stations Petrol price hike not affected Likes the Brands, Body with your persona. Frustrated: Ask about Prices and electric challenging vehicle to cant choose a Takes cars car to go with. friends for test drives worried:Car won't last have different checks to her a long see if car time. has been





