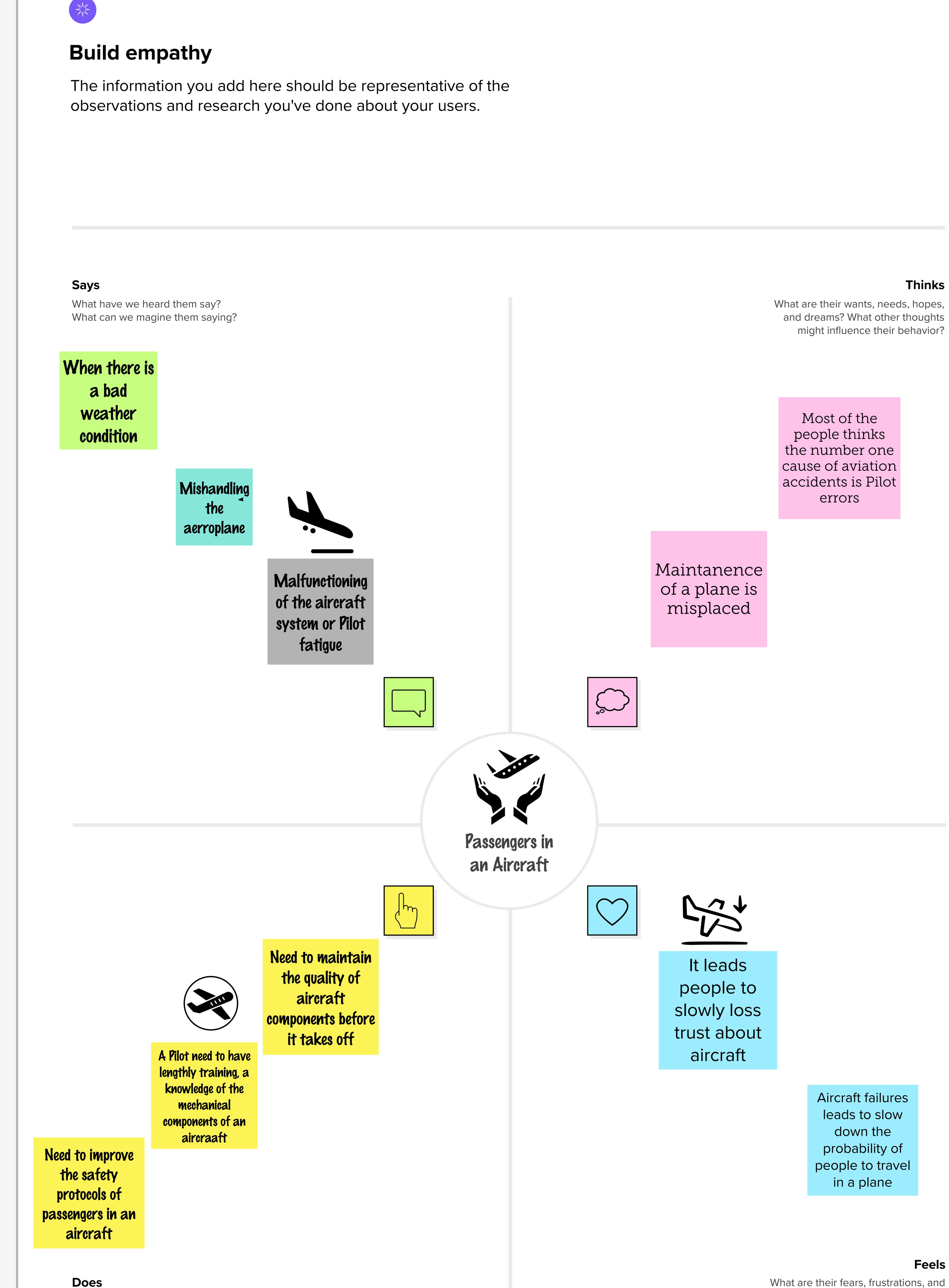


Empathy map

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.



What behavior have we observed?

What can we imagine them doing?

Thinks

might influence their behavior?

Most of the

errors

Aircraft failures

leads to slow

down the

probability of

people to travel

in a plane

anxieties? What other feelings might

influence their behavior?

Feels

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