

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.

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Need some inspiration?

Send a friend an email or text with a link to the page to help them get started.

Open up a page

The information you add here should be representative of the observations and research you've done about your users.

