

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.

Build empathy

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

Thinks

How does the boutique adapt to seasonal fashion trends and events (e.g., holidays, fashion shows)?

> or changes have been implemented based on this feedback?.

Name: Give the customer persona a name.

> Demographics: Age, gender, occupation, location, and income.

Goals: What are their shopping goals.



gather customer feedback?

How does the

boutique



Seasonal Trends and Events.

Hashtag Generation





Aesthetics: Note the decor and visual elements

Role: Sales associate, manager, tailor, etc.

> Atmosphere: Describe the boutique's ambiance.

What feedback or suggestions do customers provide?

how are they received and addressed by the boutique staff?

What makes the boutique

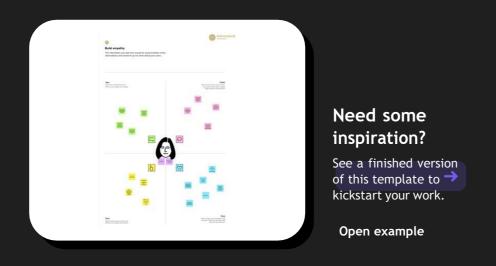
stand out?

Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



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