

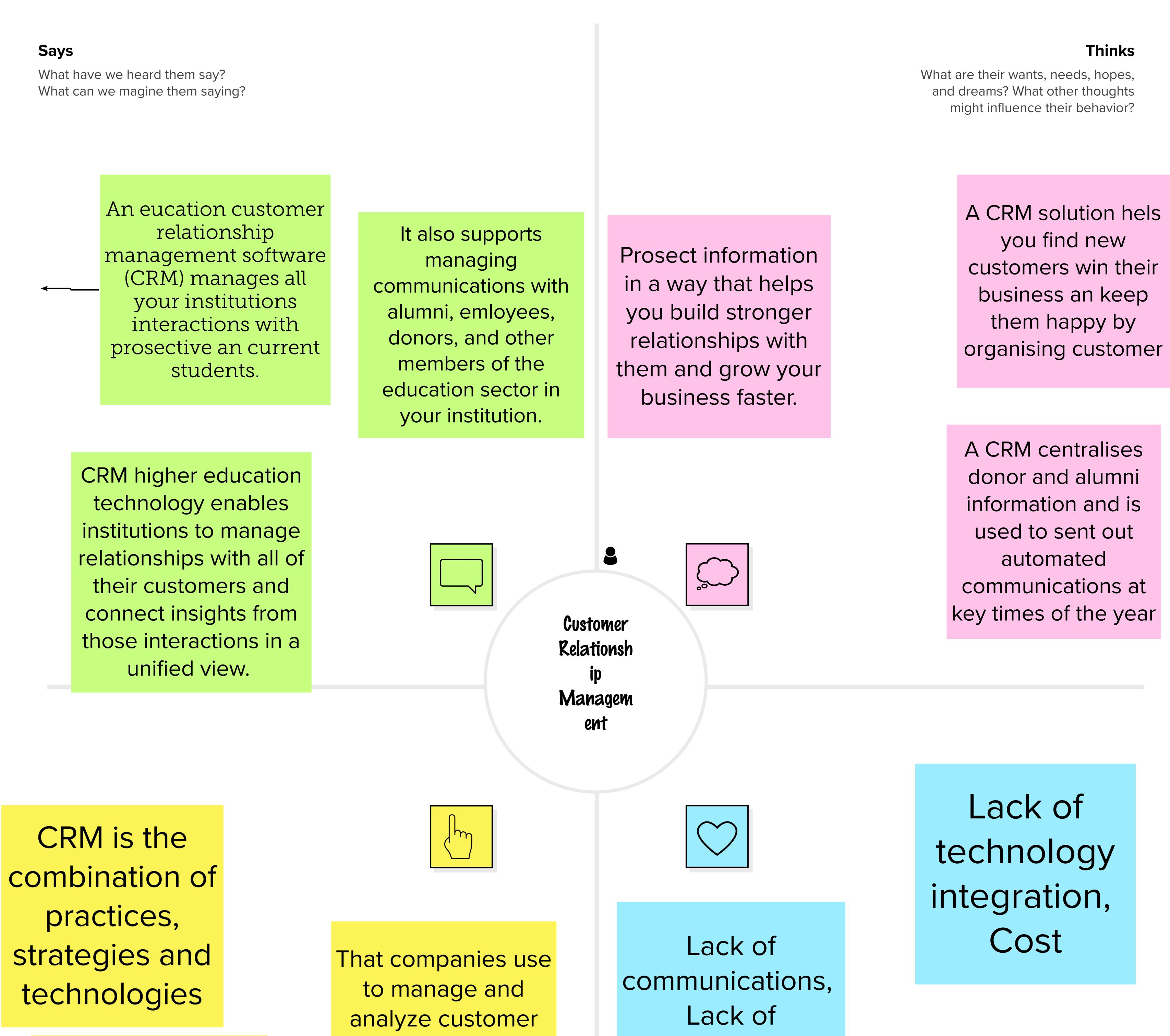
Empathy map

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.



interactions and

data throughout the

customer lifecycle.

strategies and technologies

The goals is to improve customer service relationships and assist in customer retention an drive sales growth.

Does

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

Organization wide use

Deployment type, Set clear objectives, Training

Feels

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

Share template feedback

