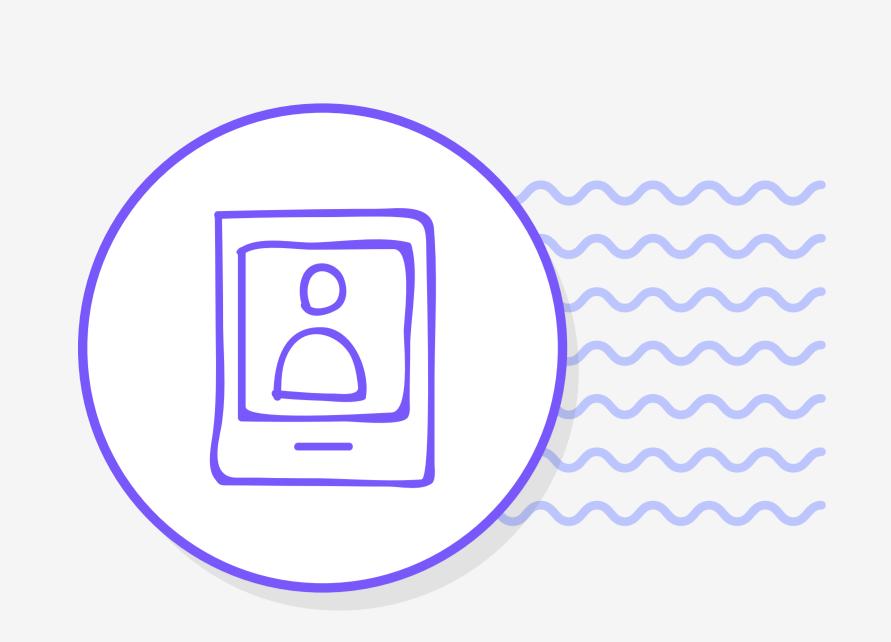
## **Build empathy**

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



## Empathy map

Share template feedback

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

Thinks
What are their wants, needs, hopes,
and disease? What other froughts
aright influence their behavior?

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

kickstart your work.

Open example ->

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.



