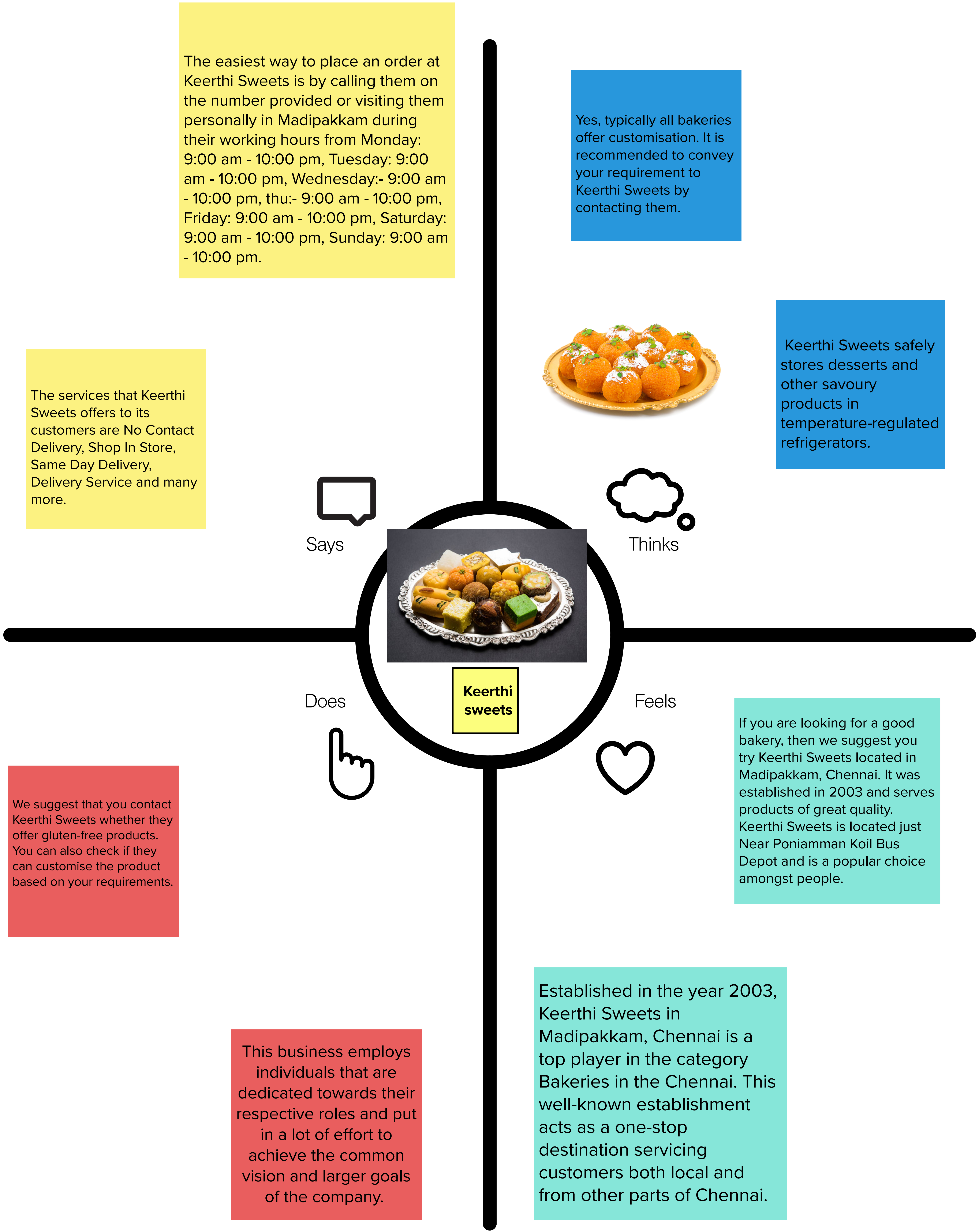


Empathy Map 2



Persona’s name

Does

Feels

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