

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

What does he DO?

vacation spot

He'll be prepared for the trip

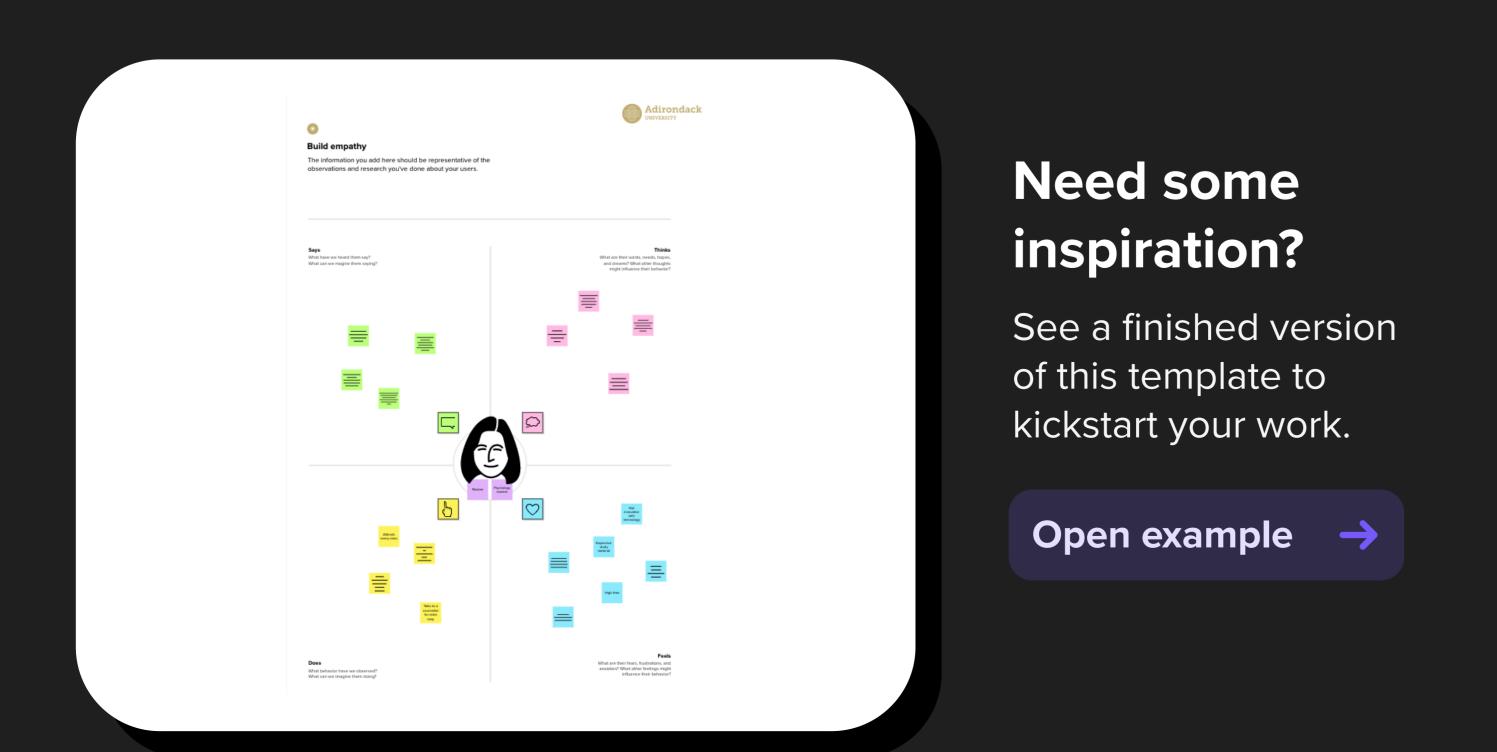
Discussing about the trip with friends

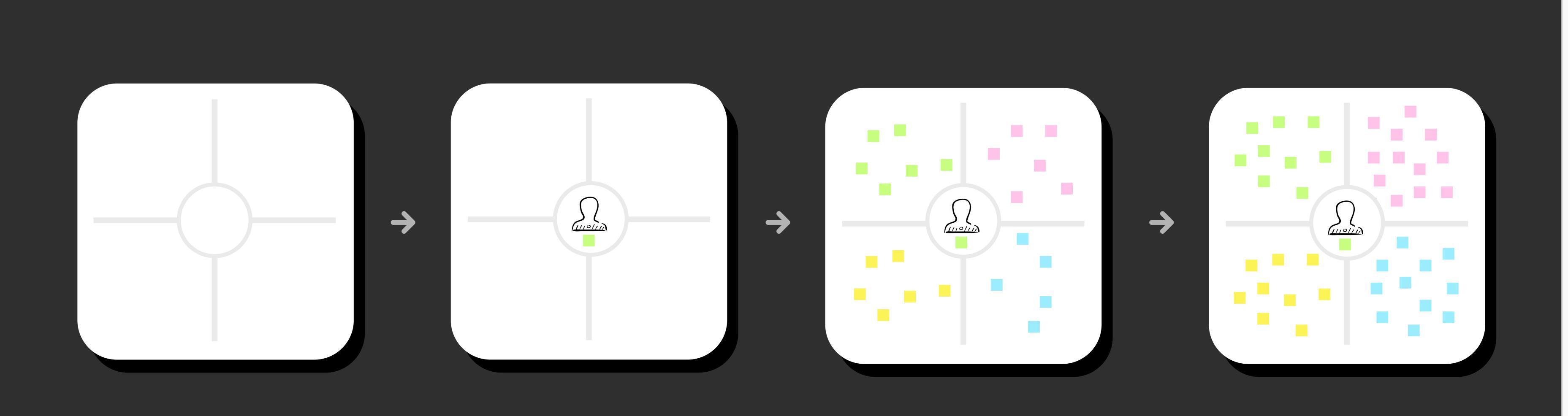
Checking about the whether condition at the

The information you add here should be representative of the









What does he FEELS?

Feels great when friends admire the trip

Curious about the new travel experience

Will my friends be safe