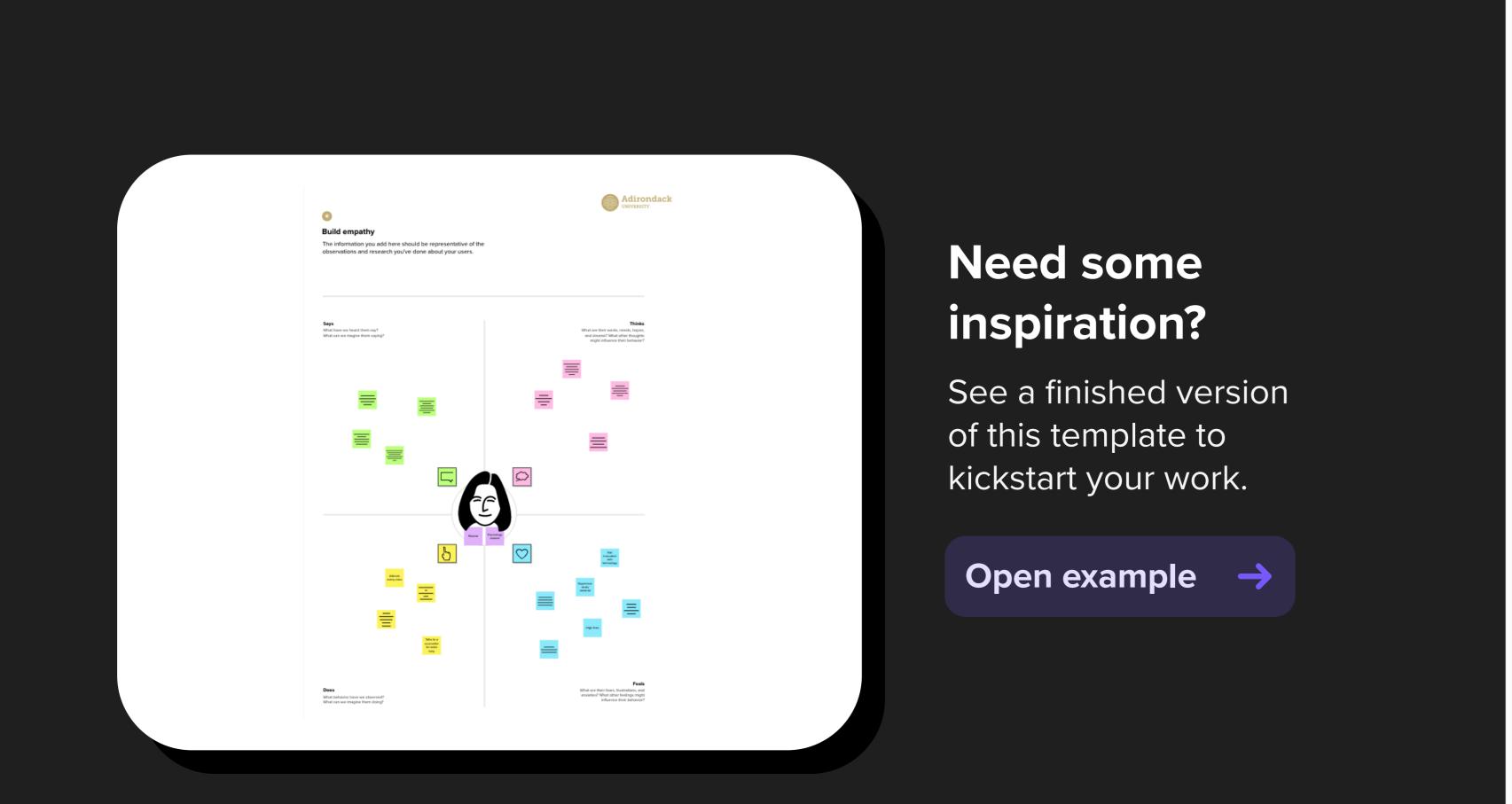
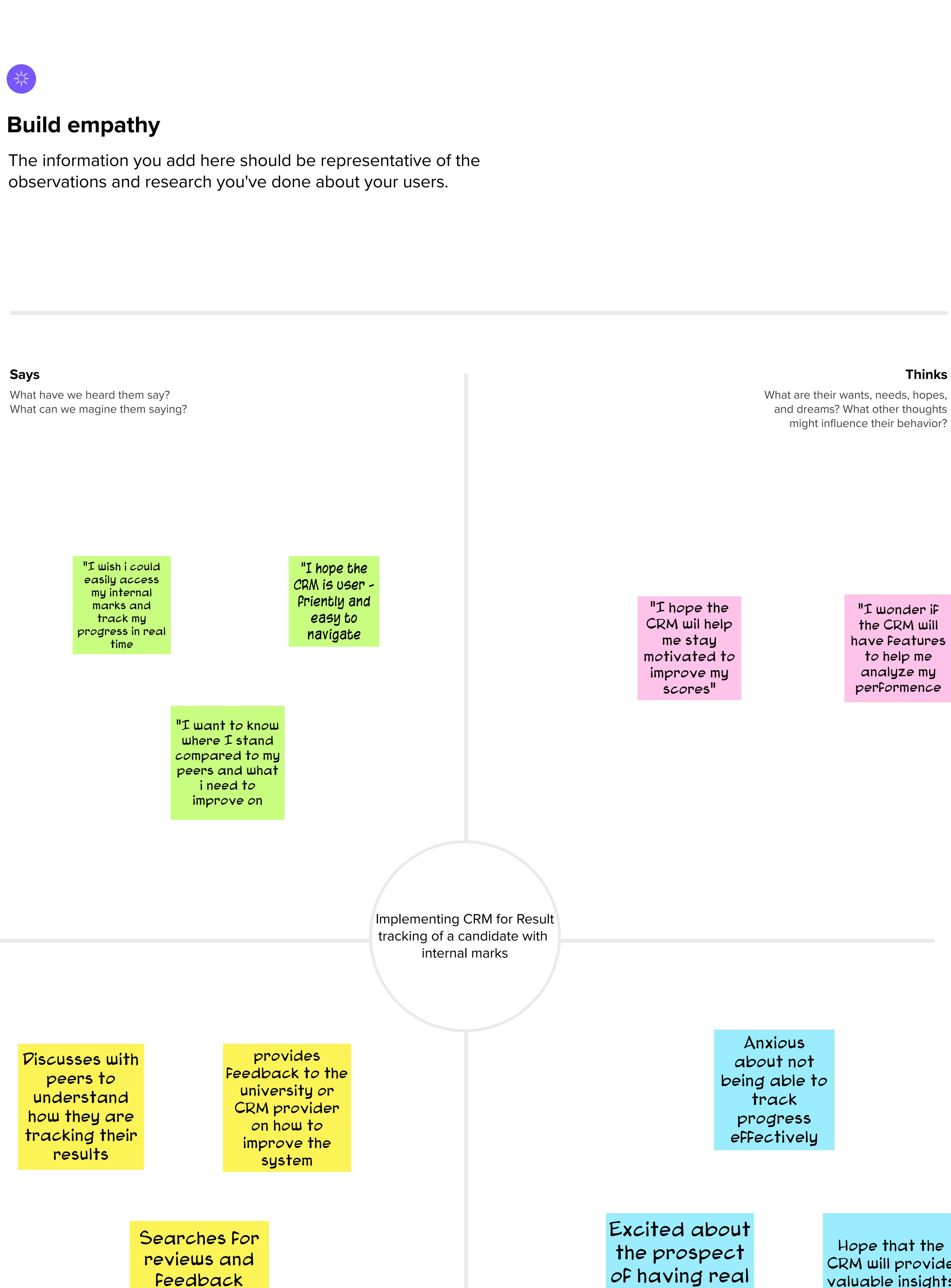


## Empathy map

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.

Share template feedback





From other

users about

the CRM

**Does** 

What behavior have we observed?

What can we imagine them doing?

time access to internal marks

Hope that the CRM will provide valuable insights to improve performence

## **Feels**

**Thinks** 

"I wonder if

the CRM will

have Features

to help me

analyze my

performence

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

