

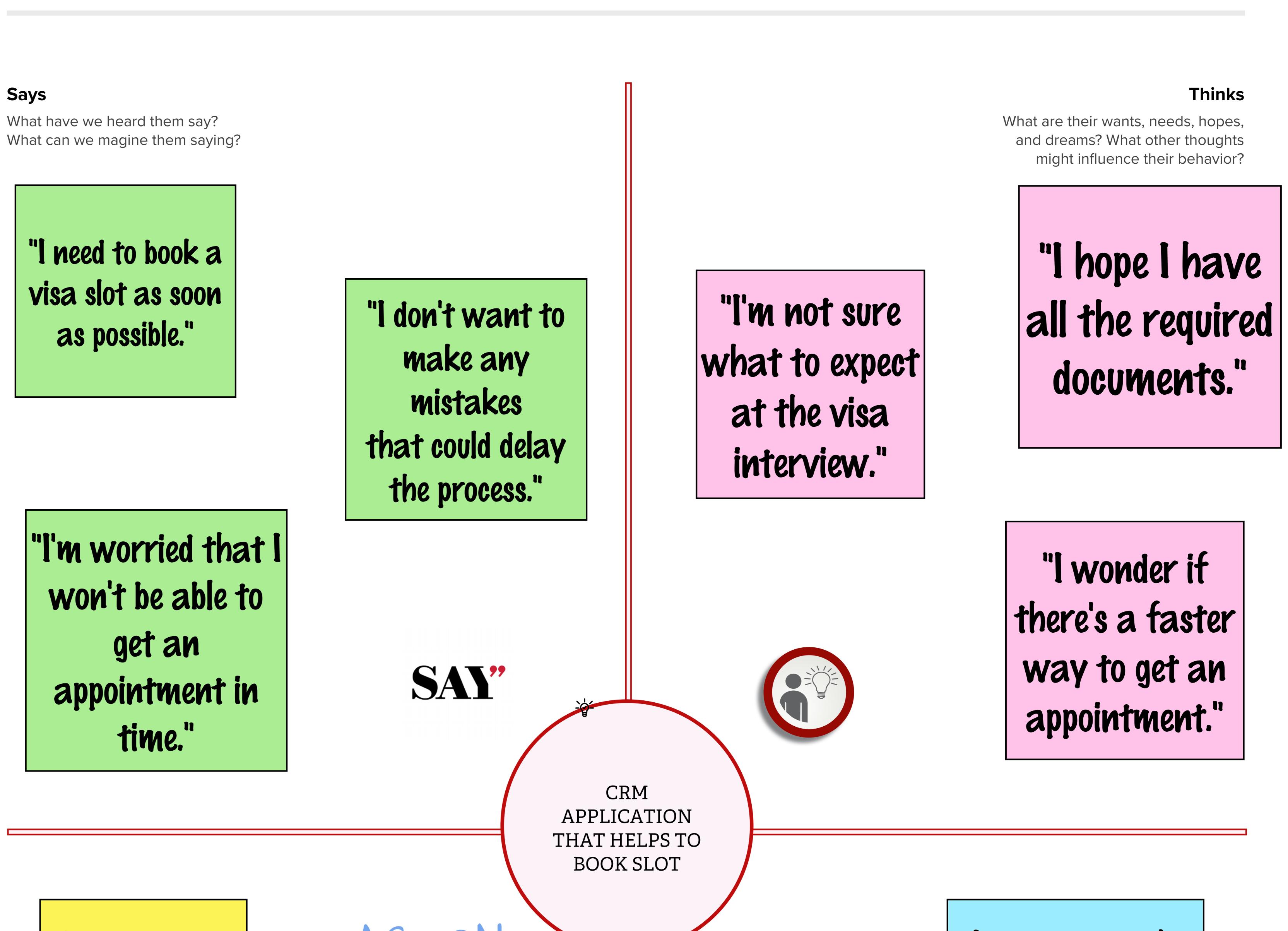
Empathy map

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.



Checks available dates and times for the appointment.

Prepares the required documents and information needed for the visa interview.

What behavior have we observed?

What can we imagine them doing?

Does

Searches online for information on how to book a visa appointment.
Checks available dates and times for the appointment.

Anxious about the possibility of not being able to secure an appointment in time.

Confused about the visa application process and requirements.

Hopeful that everything will go smoothly and they will get the visa.

Feels

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

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