

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.



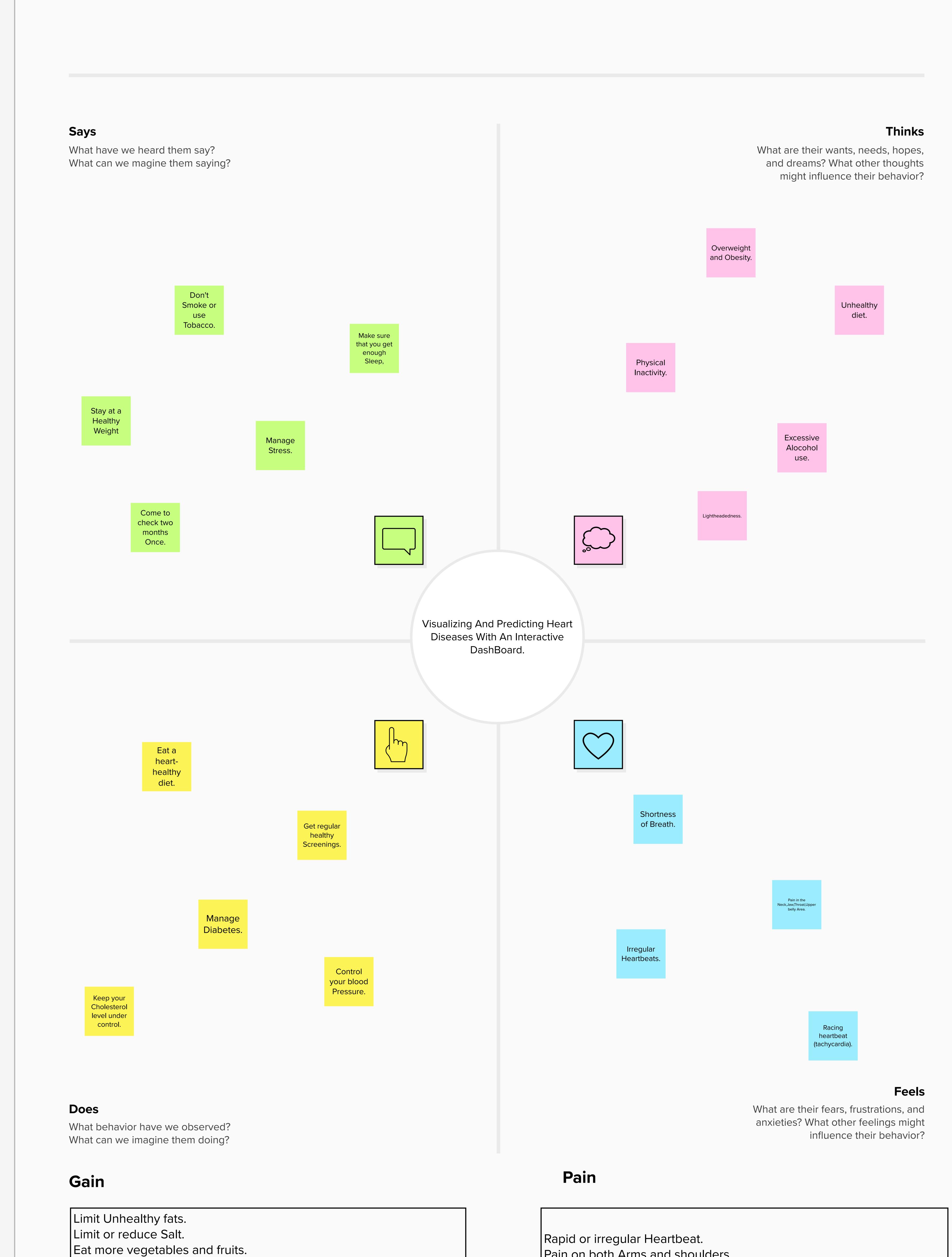


Build empathy

Choose low-fat protein sources.

Allow yourself an Occasional treat.

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



Pain on both Arms and shoulders.

Chest pain if heart failure is caused by a HeartAttack.