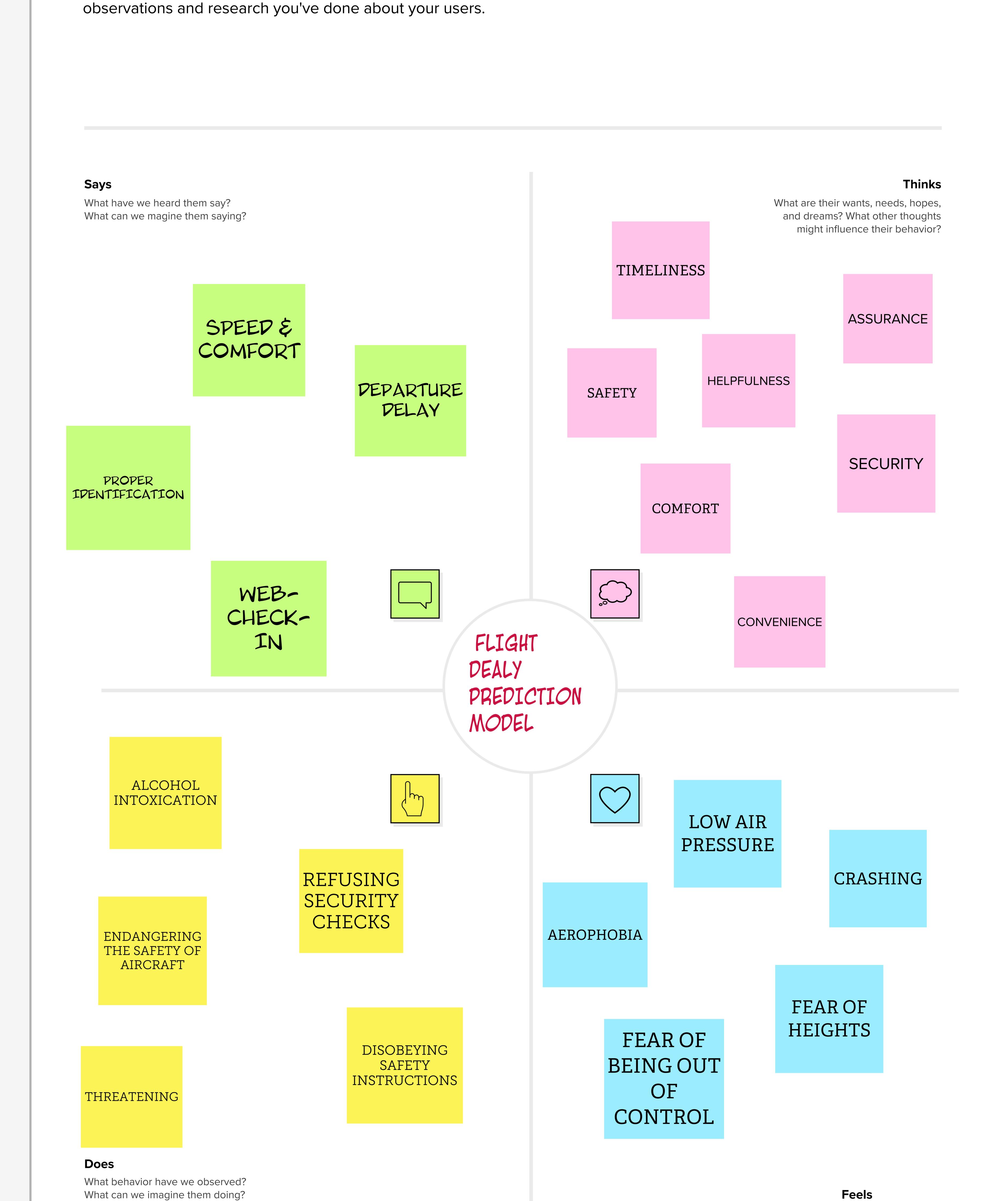


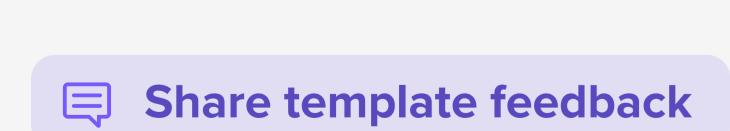
Empathy map

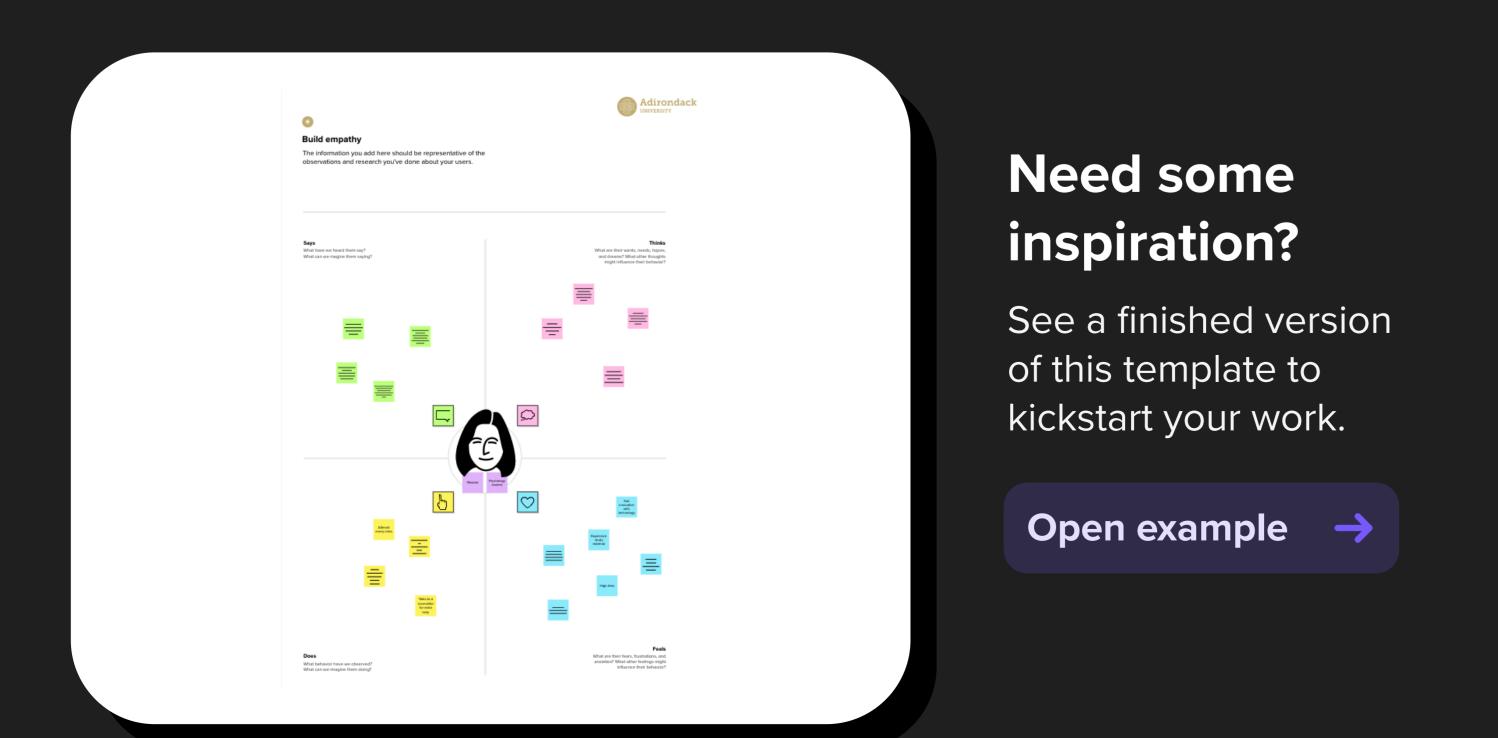
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

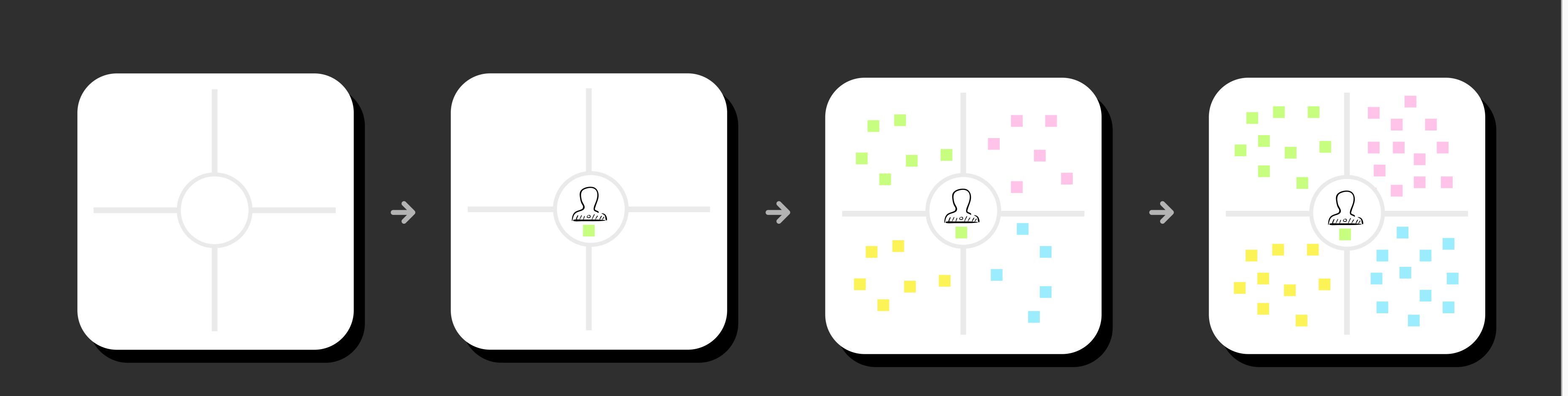
Build empathy

The information you add here should be representative of the









What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?