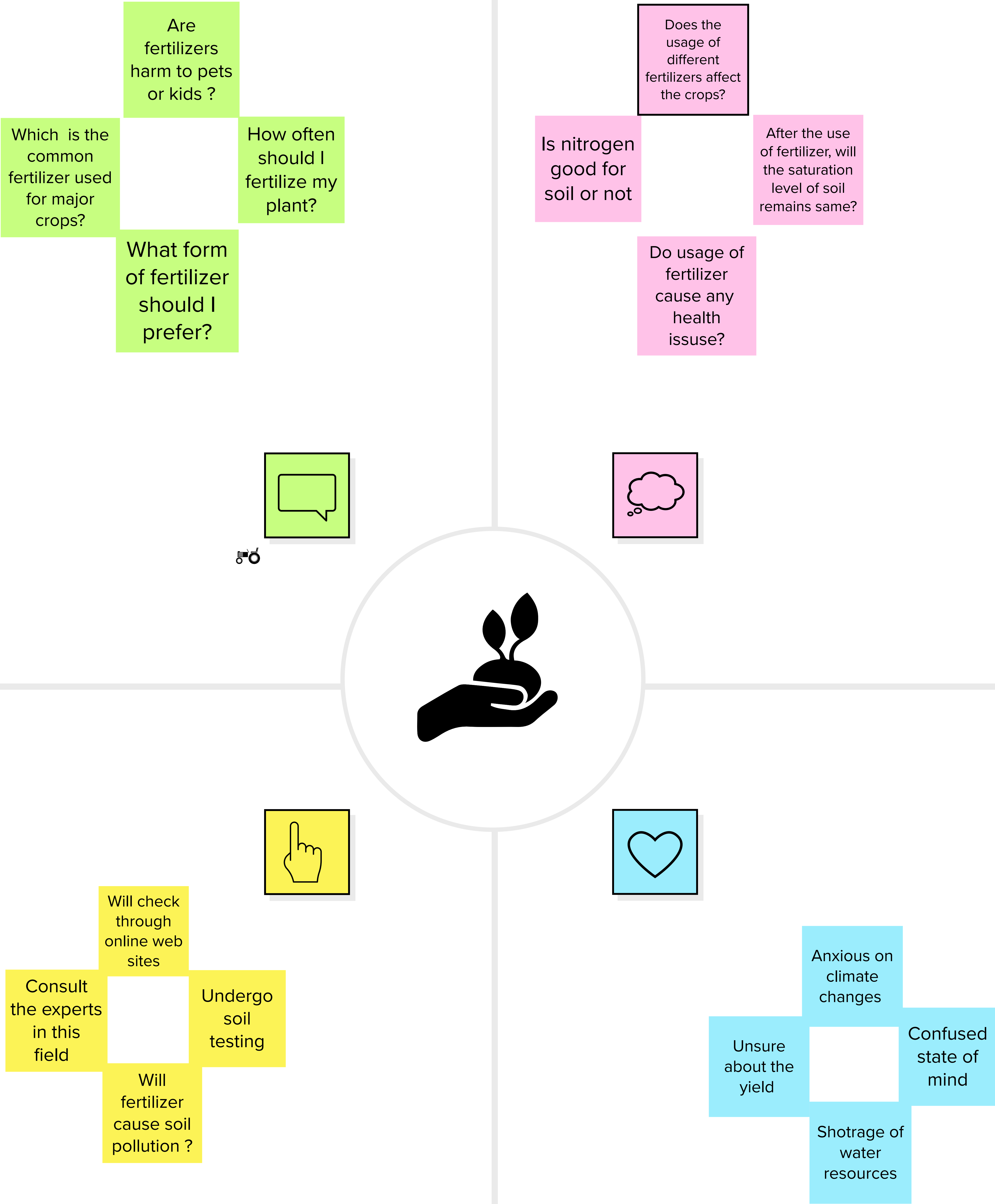


Empathy map

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.

Does
What behavior have we observed?
What can we imagine them doing?



Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?