

# 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.

Scores and ranks

in an index are

based on criteria

which vary from

one index to

another.

#### Says

What have we heard them say?
What can we magine them saying?

Investors can use the index of economic freedom to monitor the changes in economies where they are interested in exposure.

economic freedom is one of several metrics for comparing different economic regimes.

The index of

Thinks

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

Each of them seeks to quantify elements such as regulation, taxation, government interference, and price controls

Give them a name and a portrait to empathize with your persona.

A country's scores in each area are then compiled into a single score, according to which countries are ranked from most (highest score) to least free.

Indexes of economic freedom arose in the discipline of economics as part of New Institutional Economics, specifically from the study of the relationship between political-economic institutions and economic development.

## Feels

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

#### Does

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









