

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. **Thinks** Says What are their wants, needs, hopes, What have we heard them say? What can we magine them saying? and dreams? What other thoughts might influence their behavior? It stored High end 360° student profile Build Long-Clean Lasting Quickly Detailed analytics Alumni support user interface Relations Redused Teacher Workload Give them a name and a portrait to empathize with your persona. Help educational organisations Saving effectively manage and resulting in **CRM** software to student perfect, especially for schools Track and maintain information to develop a deeper understanding **Feels** Does What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

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