

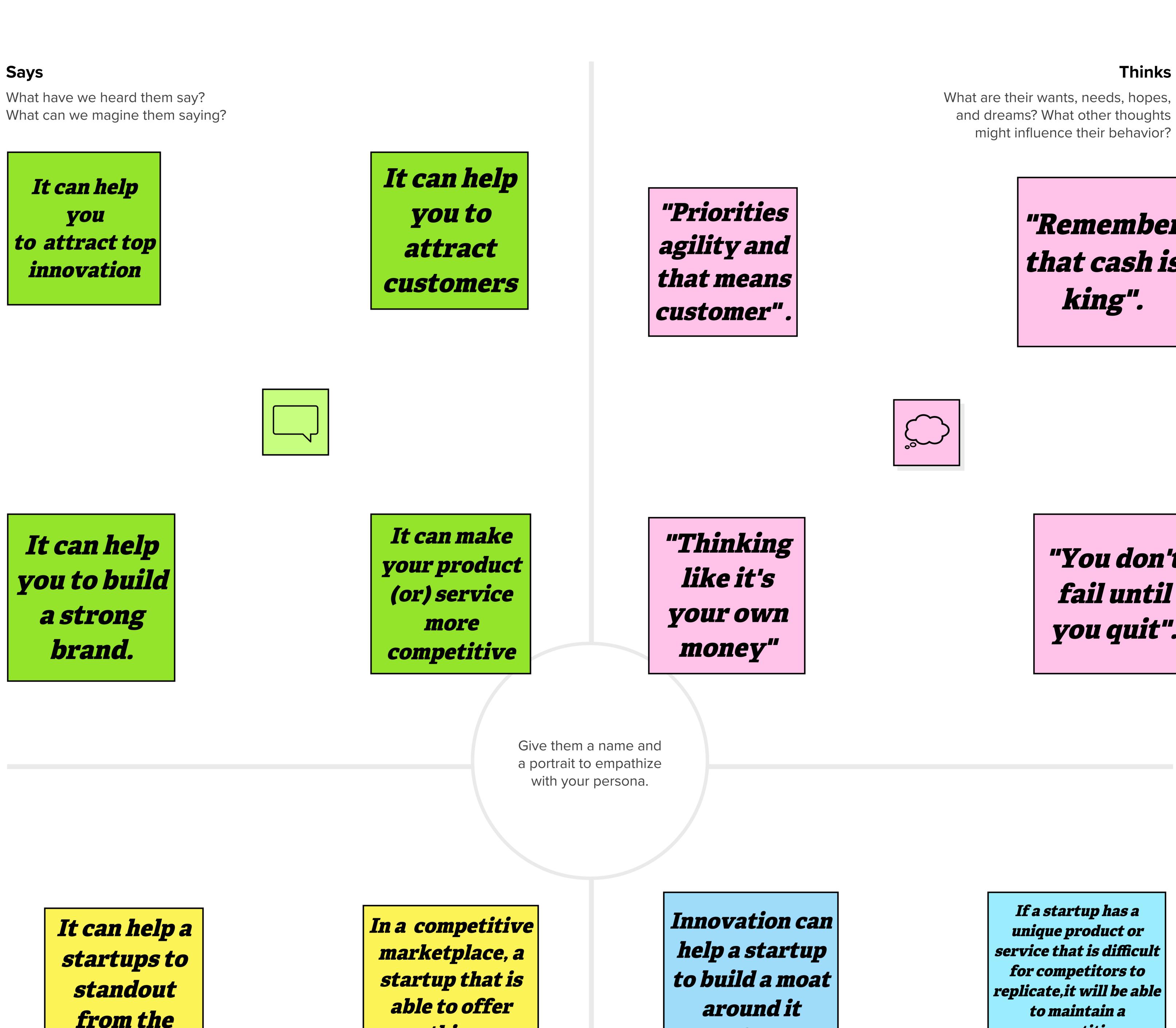
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Type your heading...



Build empathy

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



from the crowd.

something new and different.

business.

If a startup has a unique product or service that is difficult for competitors to replicate,it will be able to maintain a competitive advantage.

Thinks

and dreams? What other thoughts

might influence their behavior?

"Remember

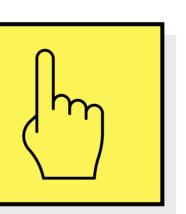
that cash is

king".

"You don't

fail until

you quit".



This can be a keysource of long trem success

What behavior have we observed?

What can we imagine them doing?

Does

The primary aim is to answer market demand by creating new and innovative product or services.

Startup can help to accelerate the

career

By offering

something new and diffrent, a startup can attract customer that may not have considered its products or services before

Feels

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

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