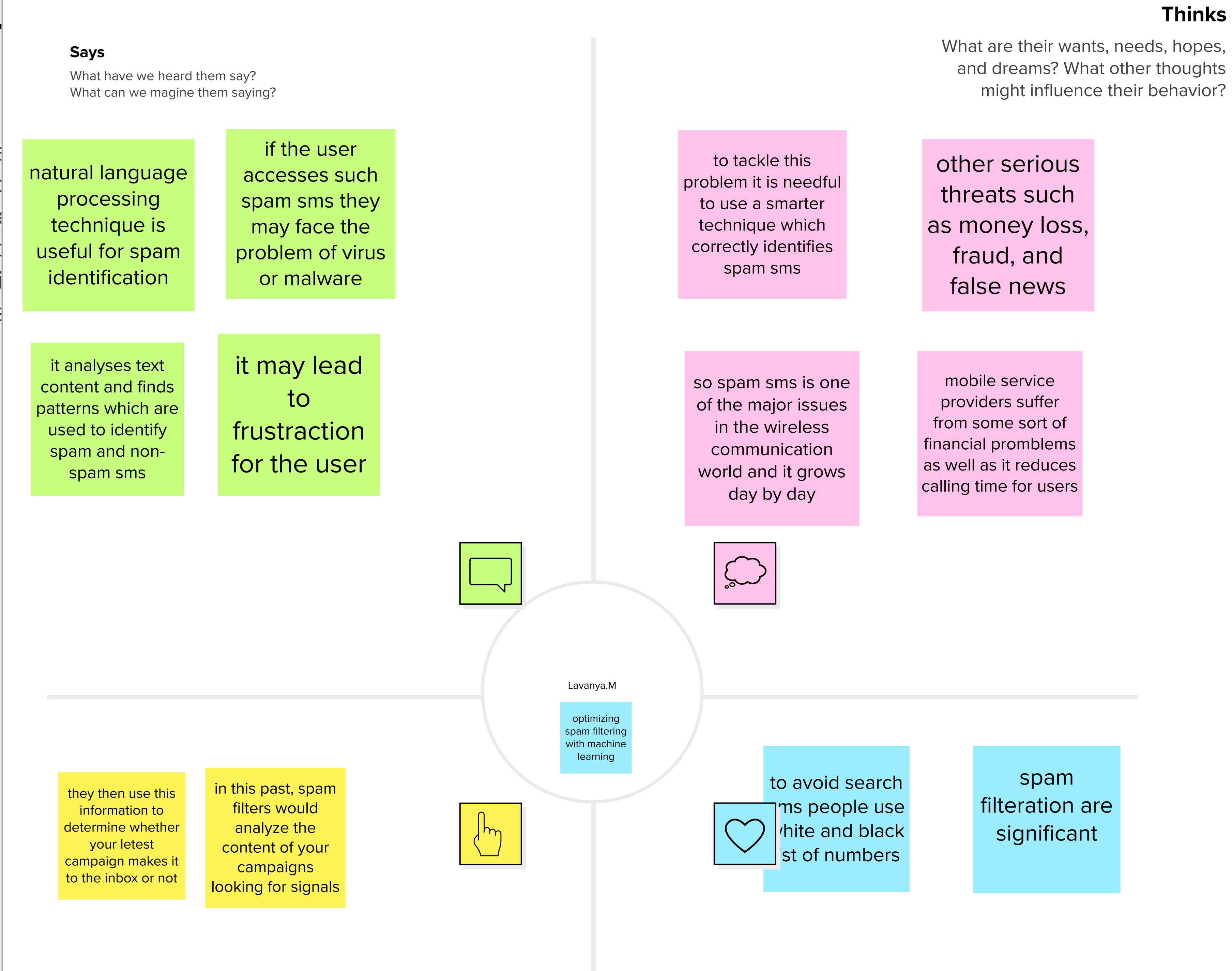


Build empathy

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

Empathy n

Use this framework to deep, shared understa empathy for other pec empathy map helps de aspects of a user's expand pain points, to qui understand your users and mindset.



Does

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

Feels

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



