

## **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** 

**Thinks** Says What are their wants, needs, What have we heard them hopes, and dreams? What other say? What can we magine thoughts might influence their them saying? Concerns behavior? about data need for a security more secure and privacy and efficient library can i management trust it, appreciate How it the system works Share their improved opinions on user-friendliness recordand accessibility keeping and transparency John Provide feedback feel suggestion securely Evaluate the Eager to system's experience a performance learn user-friendly Curiosity and about the interface excitement new about the system system seek advice from peers or colleagues **Feels** What are their fears, frustrations, Does and anxieties? What other feelings What behavior have we observed? might influence their behavior? What can we imagine them doing?





