

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

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

Says

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

> THE CAREFUL BUSINESS PLANNING GIVES THE SUCCESSFUL BUSINESS.

> > MARKET

RESEARCH

IMPROVE THE

BUSINESS IDEA

THE BUSINESS GOAL IS TO CONVINCE THE CUSTOMER THAT THEBUSINESS IS STABLE AND WILL BE A FINANCIAL SUCCESS.

UPDATE THE **BUSINESS PLAN** THROUGHLY ATLEAST ONCE A YEAR

CHOOSE A BUSINESS NAME THAT REFLECT THE BRAND

IDENTITY.

THE BUSINESS OWNERS, **BUSINESS PLANS** ARE HELP TO CREATE THE BUSINESS PLAN.

RESEARCHES LETS REDUCE THE RISKS

MARKET

Thinks

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

BUSINESS PLAN IS THE TOOL FOR INVESTING IN THE COMPANY

CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

DEVELOP A UNIQUE PRODUCT OR SERVICE

FOCUS THEIR PROCESSES PRODUCTS AND SERVICES AROUND THEIR SERVICES NEEDS

BUSINESS PLAN CAN HELP GET **FUNDING OR BRING ON NEW BUSINESS PARTNERS**

STARTING A **NEW COMPANY** CAN BE **EXCITING AND** CHALLENGING

THE PRODUCT OR SERVICE ARE DEFINITELY ATTRACT AND RETAINS CUSTOMERS

What behavior have we observed?

What can we imagine them doing?

Does

THE COST OF THE PRODUCT DOES NOT AFFECT THE CUSTOMERS

A GOOD BUSINESS PLAN GUIDES THROUGH EACH STAGE OF STARING AND MANAGING THE BUSINESS

THE **ADVANTAGES OF** THE SERVICE THAT WILL MAKE THE BUSINESS A SUCCESS

Feels

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

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