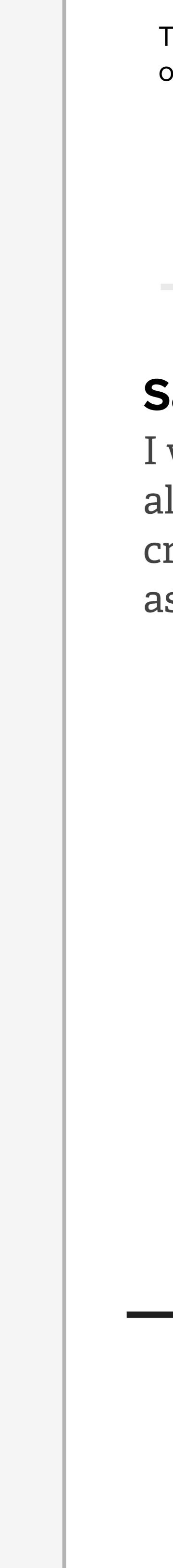


# Empathy map

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.

## Says

I want a feature that allows me to enter my credit information as fast as possible

> "This was easier the last time I used it"



"I liked that it stored my profile"

#### **Thinks**

"This process takes away too long."

> The ads on the page are distracting



I'm not sure what to do next

Refreshed the page to make it load

Hit back button



#### **Does**

"The user opened up a new window to look for additional information"

instead of

"previous"

Confused



Excited

#### **Feels**

"The pages load really faster.I wonder if this is indicative of the quality of the product or application"



