

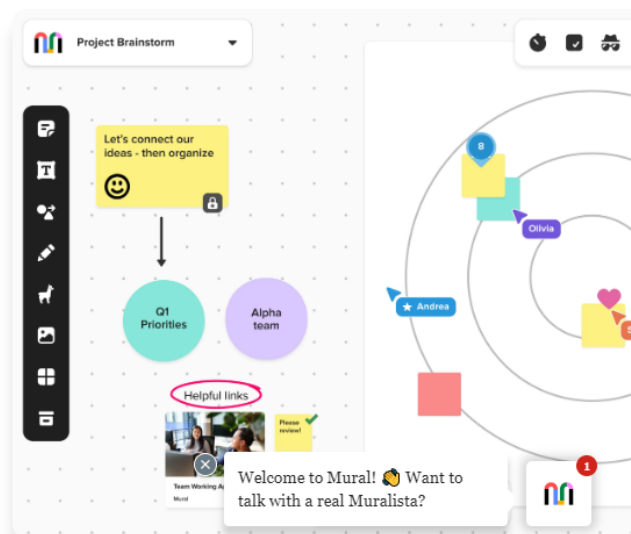


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The diagram is an Empathy map template. It features a central circle with the text "How does your user feel about this situation?". Surrounding this central circle are four quadrants, each with a heading and a list of questions: "Says" (top-left), "Thinks" (top-right), "Does" (bottom-left), and "Feels" (bottom-right). The quadrants are populated with various colored sticky notes (green, yellow, pink, blue) containing text. The top of the diagram has a header: "The information you add here should be representative of the observations and research you've done about your users." The bottom of the diagram has a footer with four icons representing different stages of the process: a circle with a dot, a circle with a person, a circle with a person and a speech bubble, and a circle with a person and a speech bubble and a star.

### 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.

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### Outline

- Empathy map**  
Use this framework to develop a deep, shared understanding and empathy for other people.
- Build empathy**  
The information you add here should be representative of the observations and research

13%