

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

Says

Does

What behavior have we observed?

What can we imagine them doing?

The information you add here should be representative of the

observations and research you've done about your users.

What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Enhance Employee-Customer Gives Tasks & Targets to Employee Grade Digital Consumer Experience Increasing Digital Sales & Planning to Compete the Global Strategy to Facing Challenges Globally Make it Advanced to Future Enhancing Global Improve Co-Ordination Works Infrastructure Enhancing Media for Awareness Analyzing the Performance & Efficiency of *The* Radisson Hotels using Data Visualization Techniques Foundation for future growth Supporting for Local Media Makes Every Partners to Customer Satisfaction Improve Data
Management
&
Visualization Names & Improve Consumer Consumer discounts, gifts etc., Awareness Continue to Enhance 24/7 Brand Website in use

Thinks

Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?





