

## 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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**Need some inspiration?**  
See a finished version of this template to kickstart your work.

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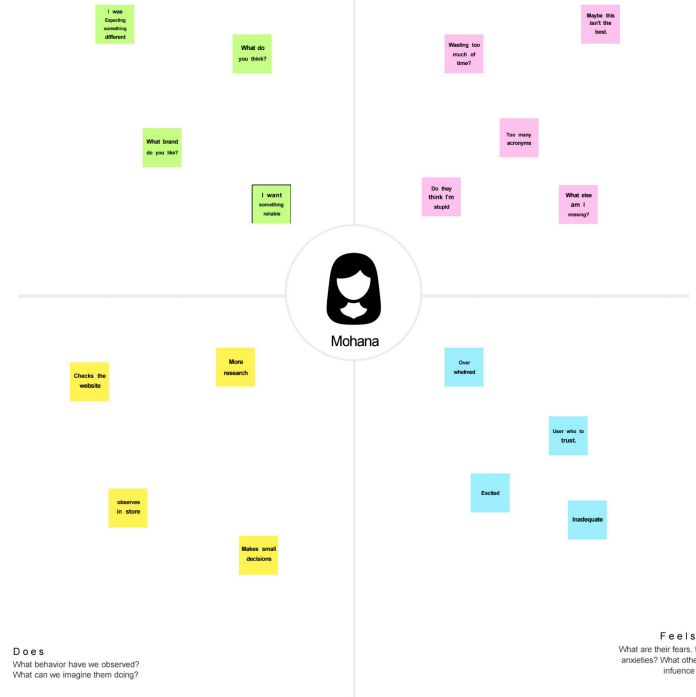


### Build empathy

Buying a TV

#### SAYS

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



#### DOES

What behavior have we observed?  
What can we imagine them doing?

