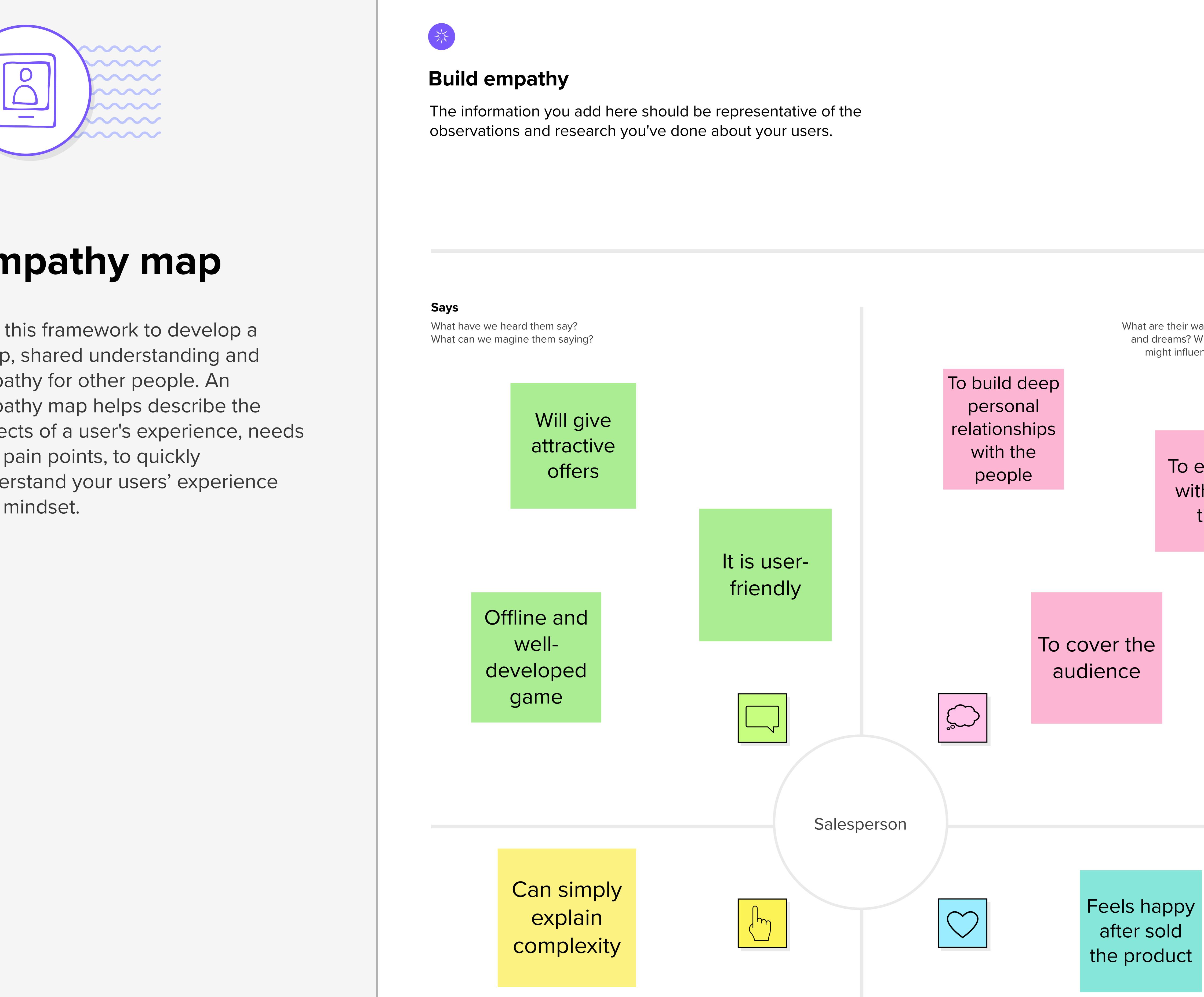


Empathy map

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.



Treat all prospects and customers as important

Does

What behavior have we observed?

What can we imagine them doing?

Map out all the key stakeholders and sell to all of them

Must want to sale the product

Feel to deal in a product with a

confidence

Thinks

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

To efficient

with their

time

Feels

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

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