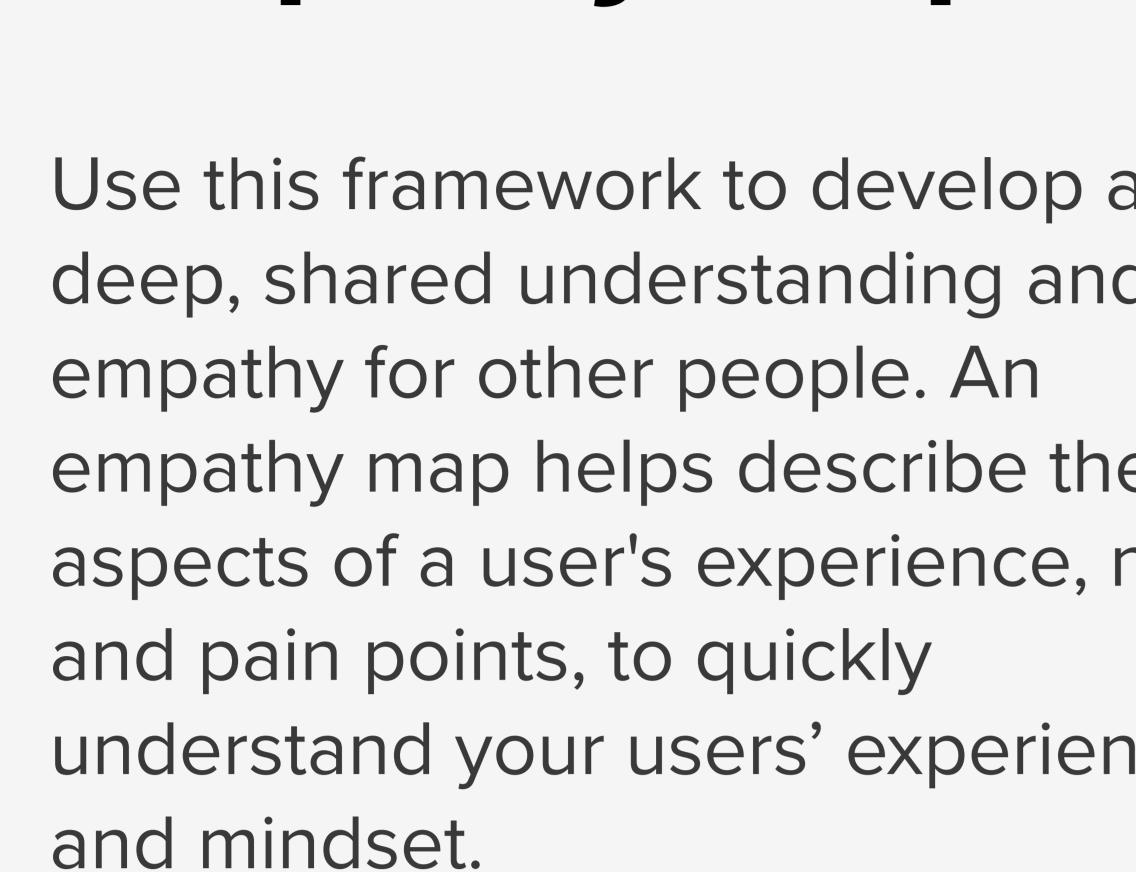


Use this framework to develop a deep, shared understanding and empathy map helps describe the aspects of a user's experience, needs understand your users' experience and mindset.





## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

