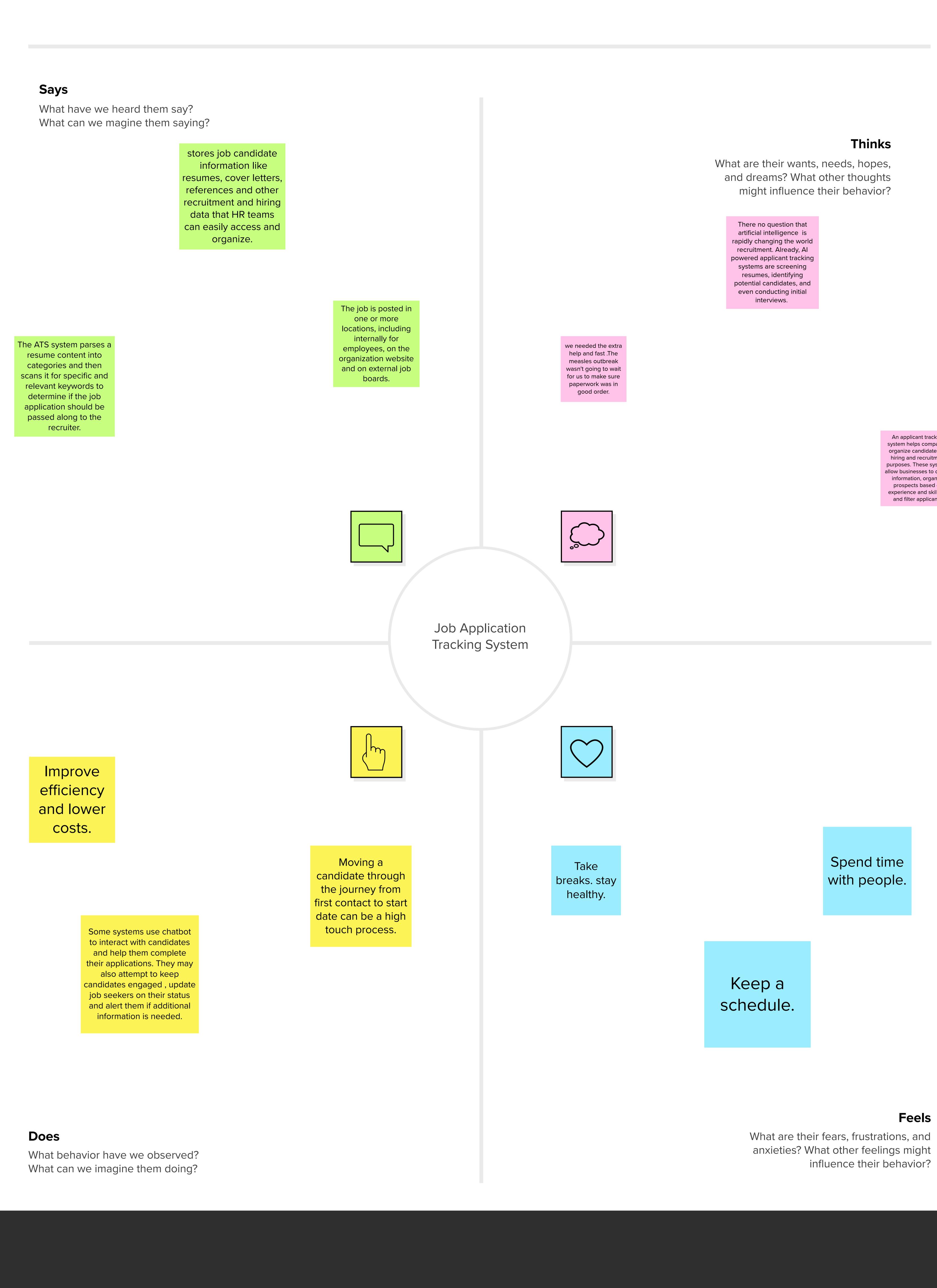


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

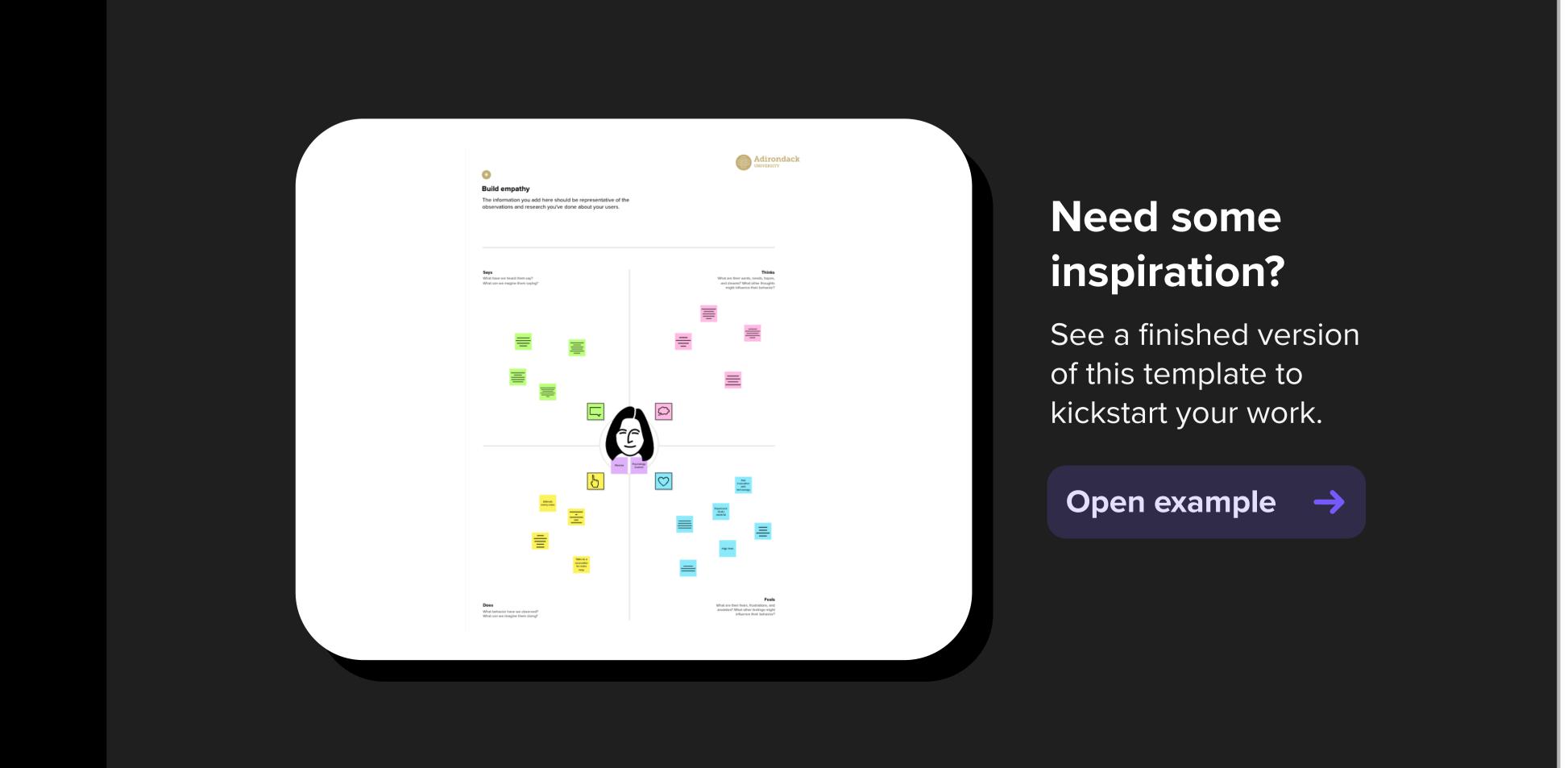
**Build empathy** 

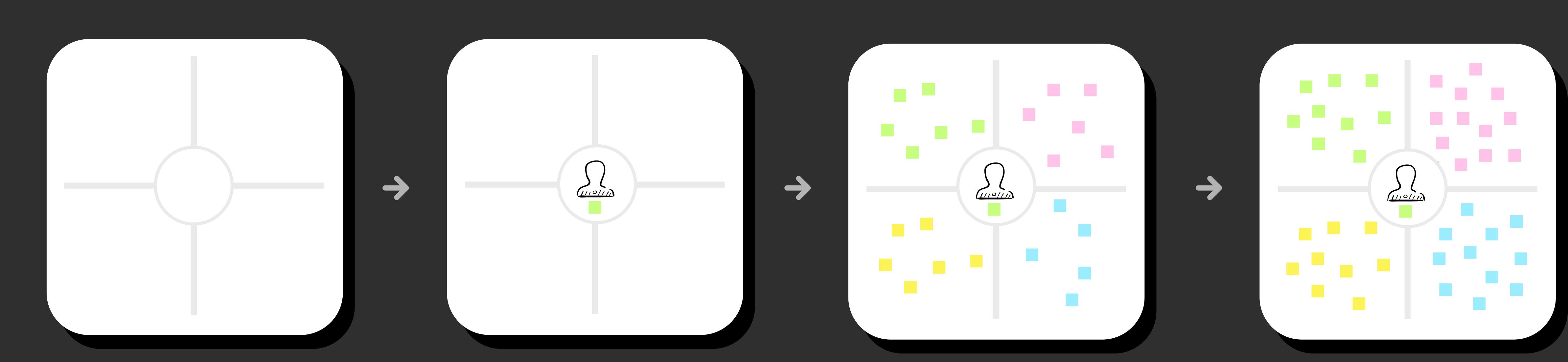
The information you add here should be representative of the

observations and research you've done about your users.









**Thinks** 

An applicant tracking system helps companies organize candidates for hiring and recruitment purposes. These systems allow businesses to collect

prospects based on experience and skill set, and filter applicants.

Spend time

with people.

**Feels**