

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

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

Says

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

An index of economic freedom compare the jurisduction against various aspects.

It is used to measure the degree of economic

It deals with judicial effectiveness, trade freedom, tax, burden, etc...

The Economic

Freedom score has

improved for 117

countries since

1995, primarily in

emerging market

economies.

Rule of law (property rights, government integrity, judicial effectiveness)

Regulatory
efficiency
(business freedom,
labor freedom,
monetary
freedom)

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Government size
(government
spending, tax
burden, fiscal
health)

Open markets (trade freedom, investment freedom, financial freedom)Regulatory efficiency (business freedom, labor freedom, monetary freedom)

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

There is a positive correlation between economic freedom and a country's overall prosperity and growth rate due to economic development.

freedom in the

world's nations.

Free countries
with market
economies tend
to have a greater
wealth per capita,
less poverty, etc...

Does

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



we need to be concerned about the problem of rising levels of government borrowing, but, we have to keep things in perspective and worry about the biggest problem first. It can be dangerous to fear one problem ignoring other issues.

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Fear is a powerful emotion which can have significant economic implications. The fear of future unemployment is a powerful motive which discourages spending and creates a paradox of thrift and liquidity trap.

The right to freedom from fear deals with threats and hazards in the environment. It seeks to ensure human security and protect individuals from threats and hazards, such as wars, terrorism, crimes, etc....

Feels

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









