

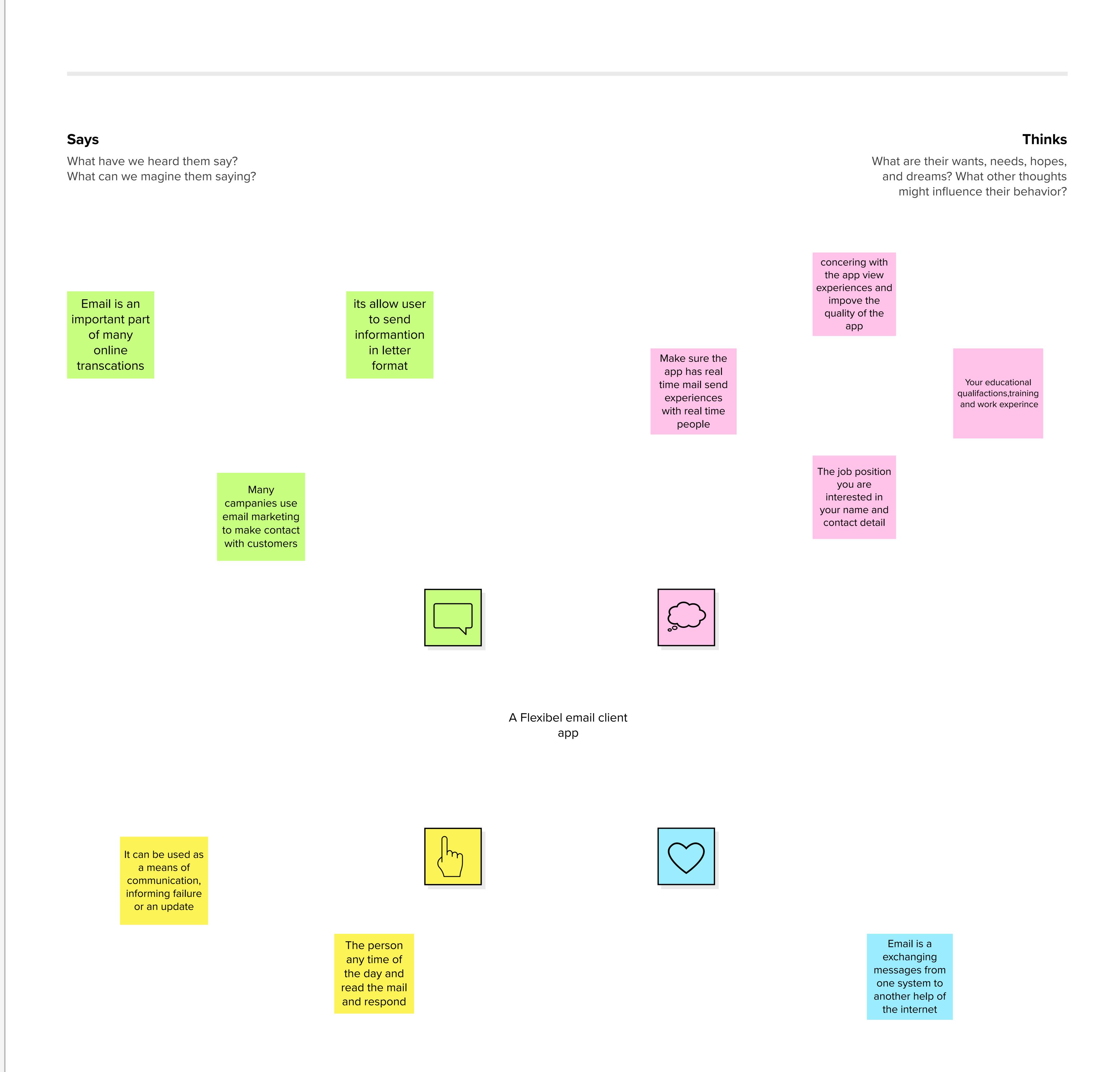
## Empathy map

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.





## Does

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

This helps in saving

emails.Unwanted

emails can be

moved to samp

folders

time checking

Email is faster than it can be compared to one-to-one chat

The mail can be send to more than one recipient

## Feels

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

