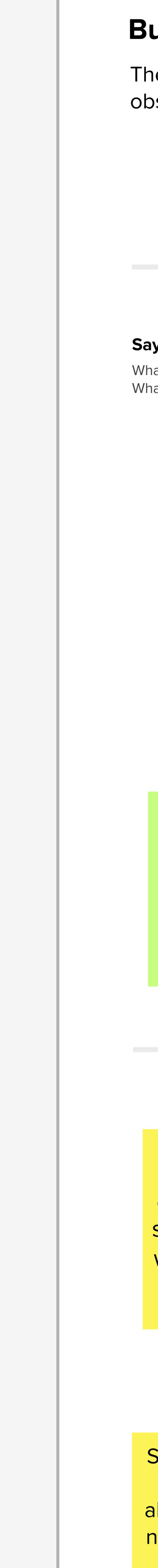


## Empathy map

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.



**Does** 

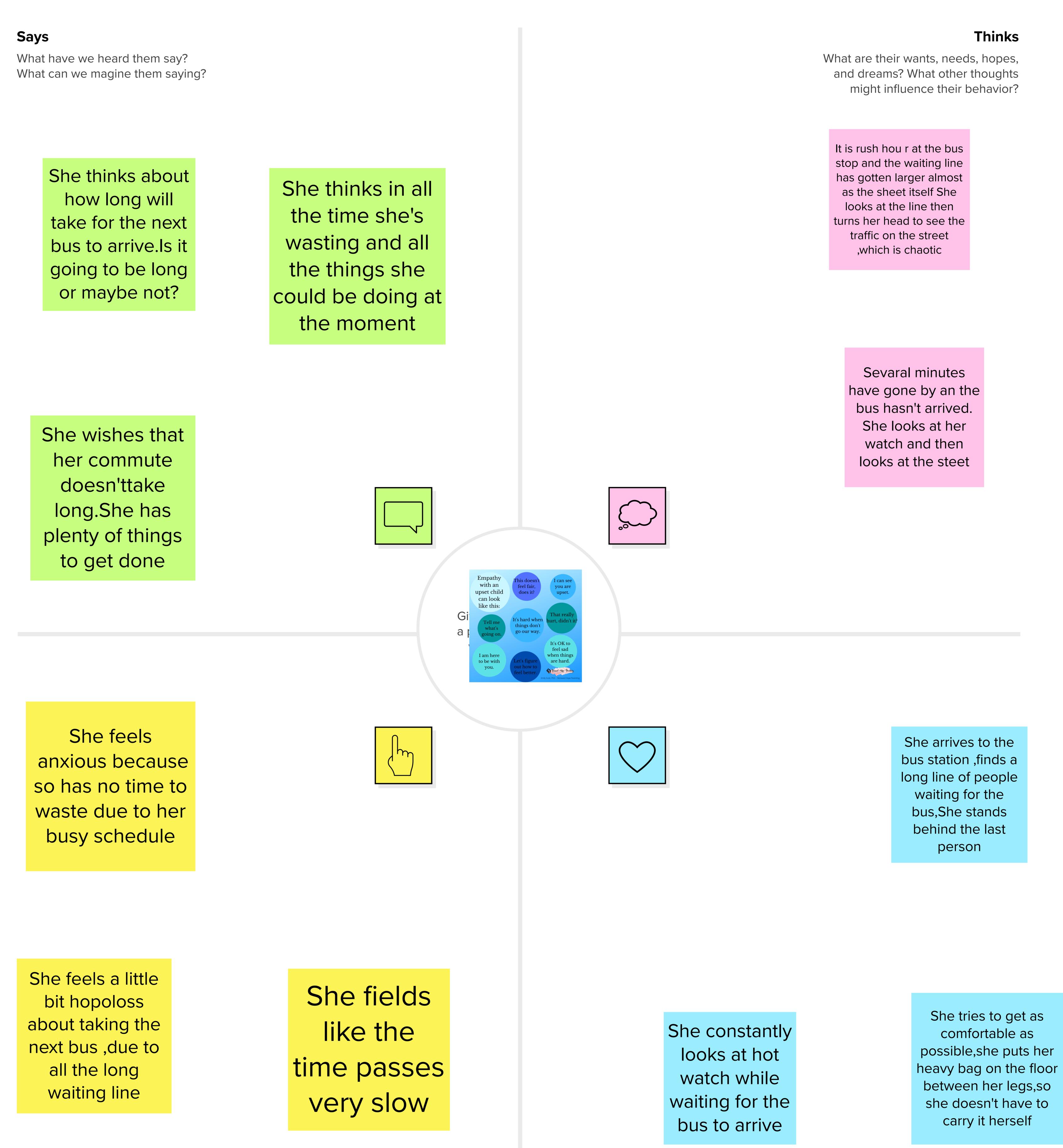
What behavior have we observed?

What can we imagine them doing?

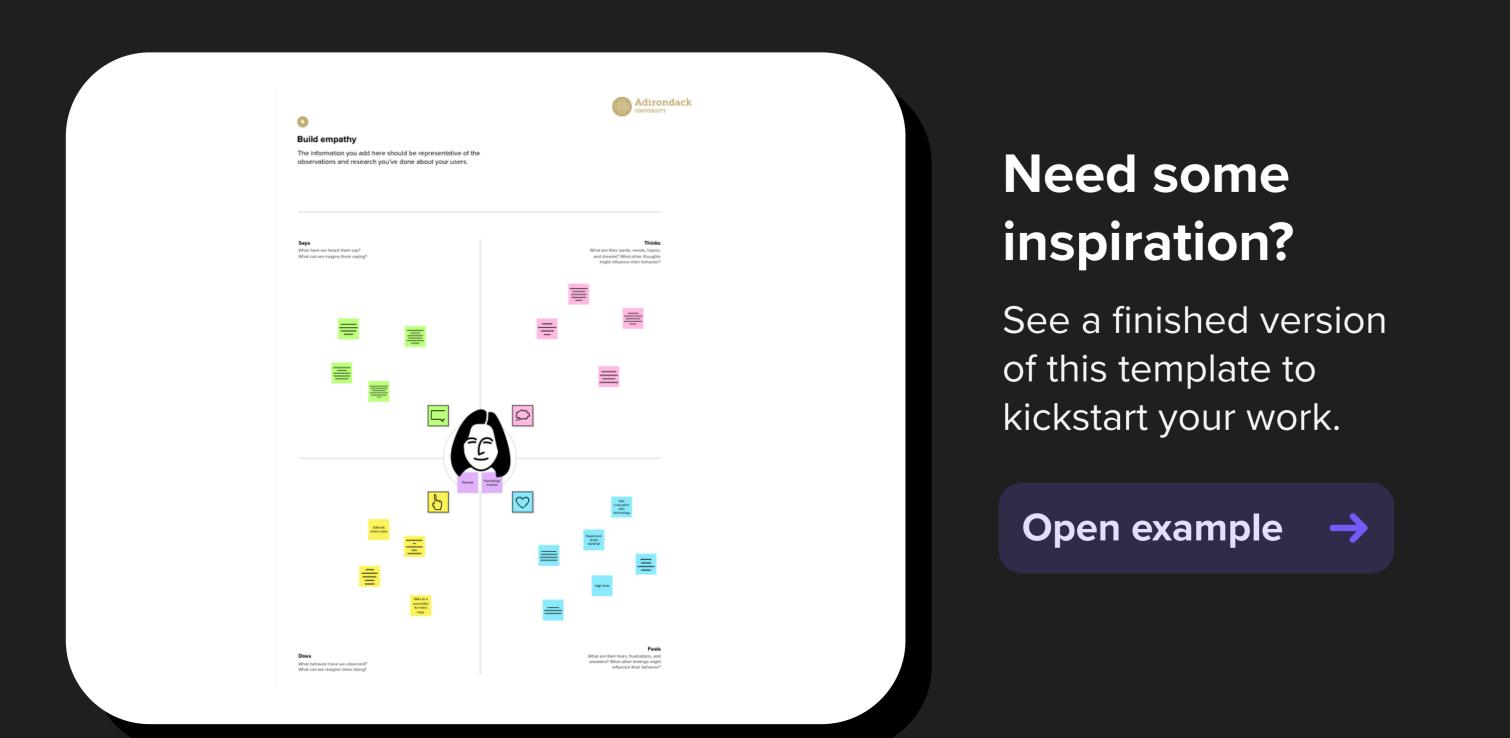


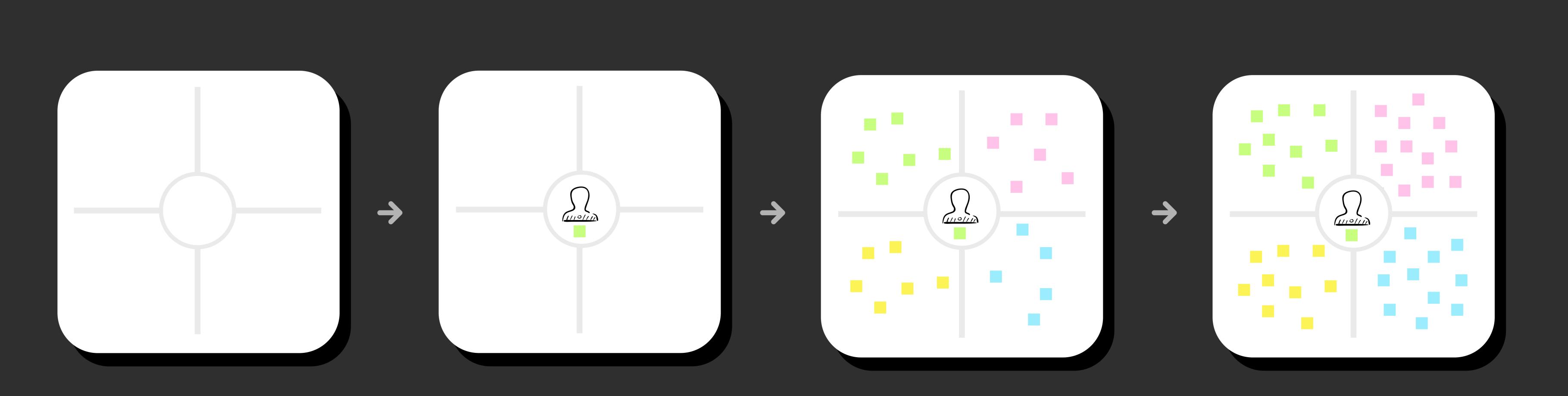
## **Build empathy**

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









**Feels** 

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?