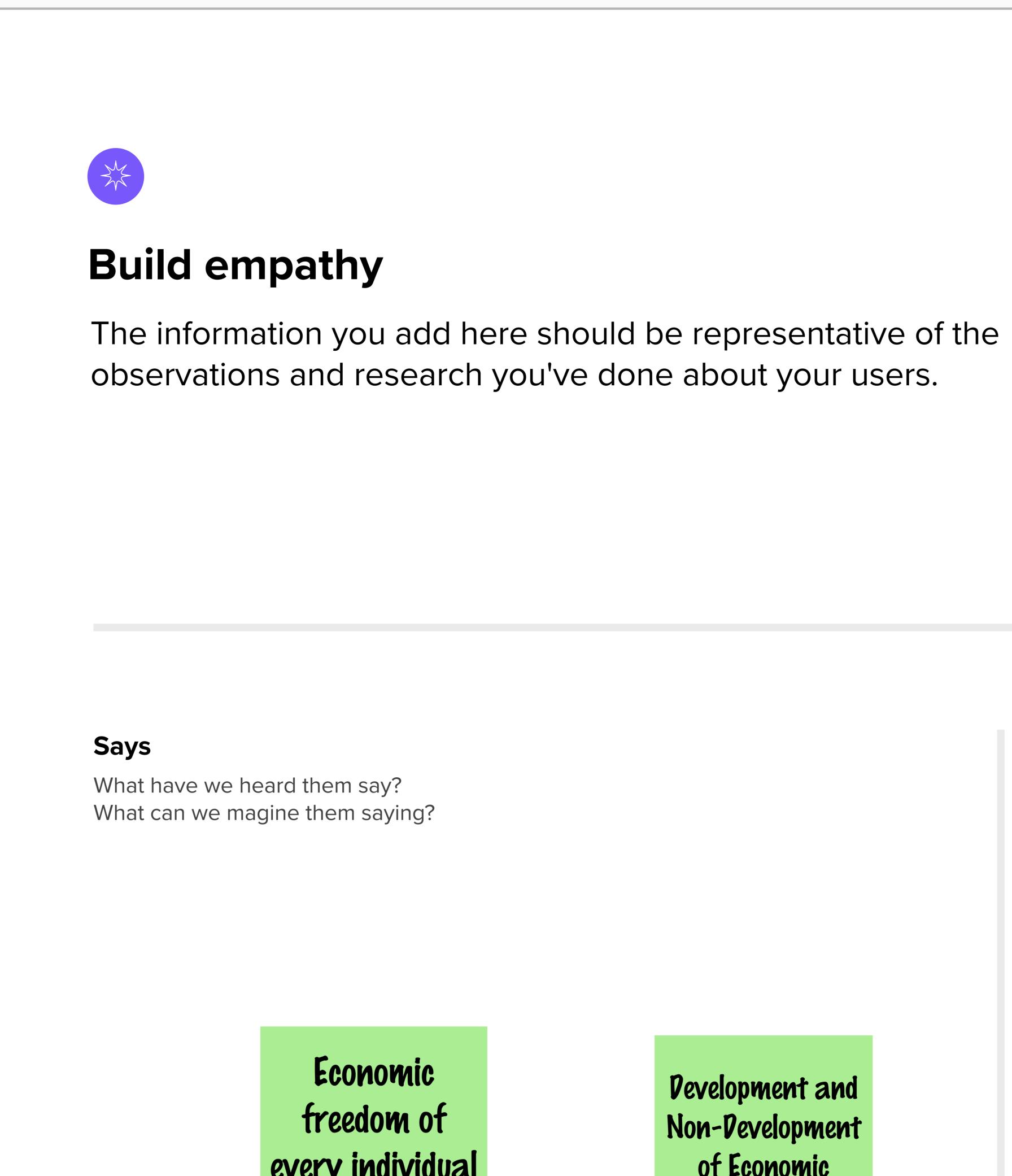


Empathy map

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.



Thinks What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? Economic freedom of individual Development and Non-Development every individual of Economic Increasing of Good position freedom in the society. economic in society prosperity Process to Rules and Increase Principles to Income develop Economic freedom People in the society \sim Improves the Individual gets cornerstones their whole of economic Economic freedom. freedom Government promotes by providing legal structure and law Gaining Individuals can Improves the enforcement. of stronger pursue their elements of both human rights, interests in free market and increased the society. command properity. economies. **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?



