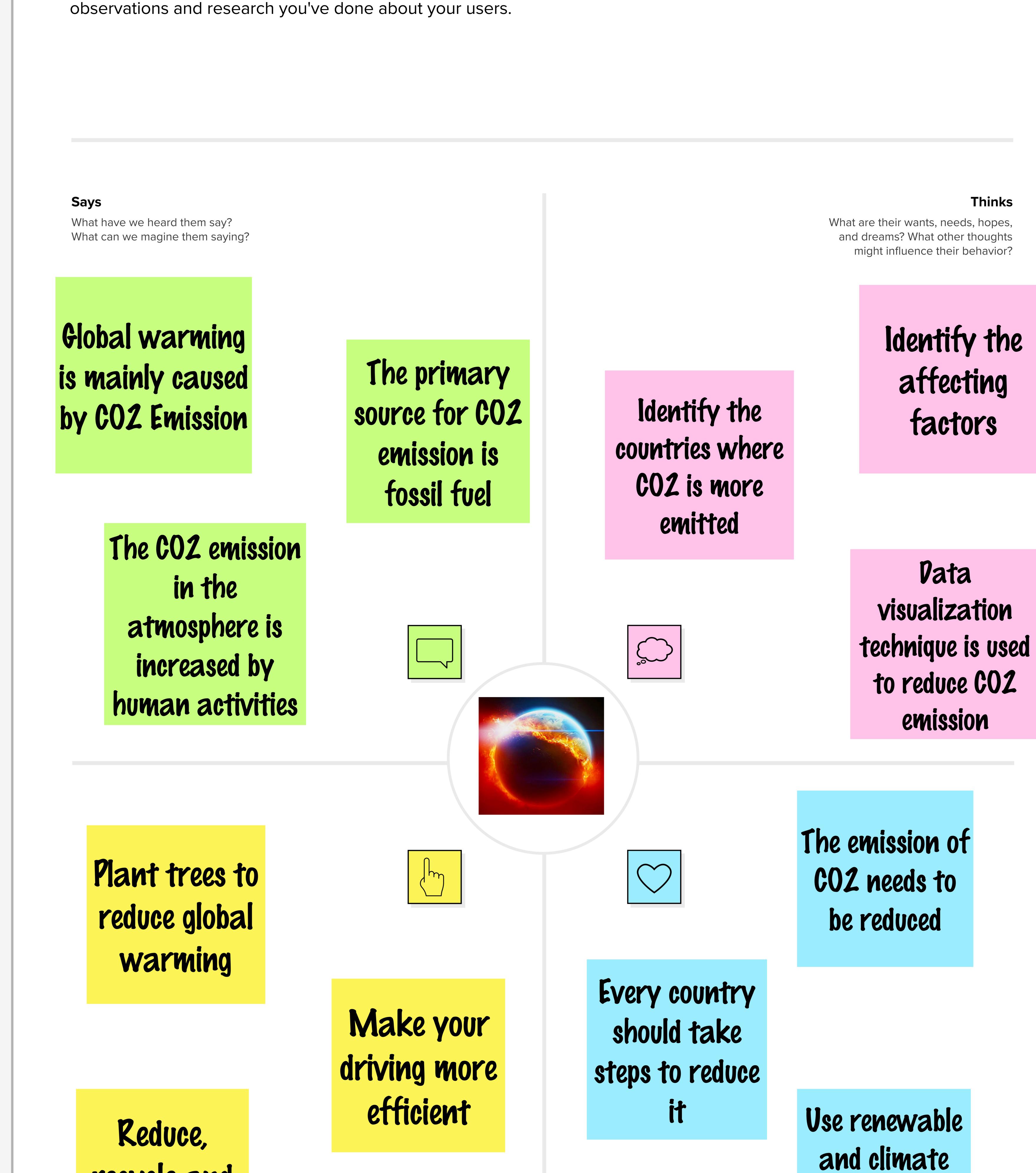


Empathy map

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

friendly energy

resources

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

Feels

Build empathy

recycle and

reuse

What behavior have we observed?

What can we imagine them doing?

Does

The information you add here should be representative of the

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