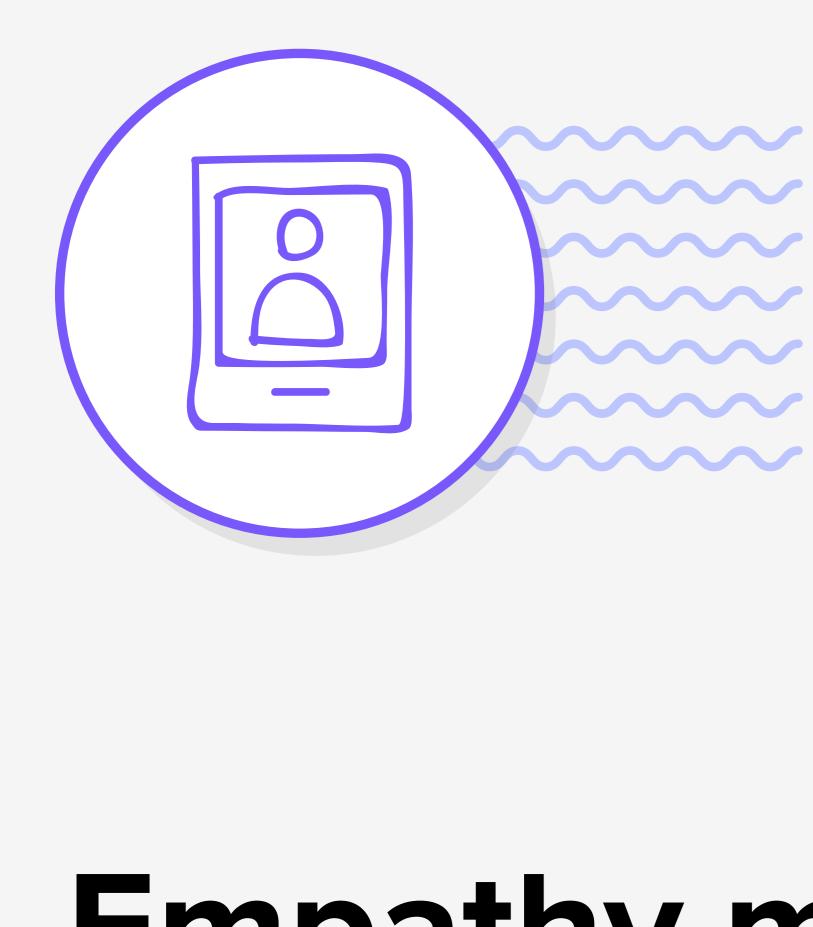
## Empathy map

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.



## Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts If I need to find something or manage my account I don't have time it should be easy for I don't have me to do it myself waste on long time for this without having to calls or seek tout call buried information I don't expect There isn't enough info to have to pull on the teeth to get website something done SR.Anithasri Use the chat Anoyed Ignore can't get function to maekewting self serve any answer on the site emails Avoids Frustrated Unsured my needs calling because on are being anyone on the info on ignored the phone the site it's unclear

**Thinks** 

**Feels** 

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

might influence their behavior?

**Build empathy** 

**Does** 

What behavior have we observed?

What can we imagine them doing?

The information you add here should be representative of the

observations and research you've done about your users.

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