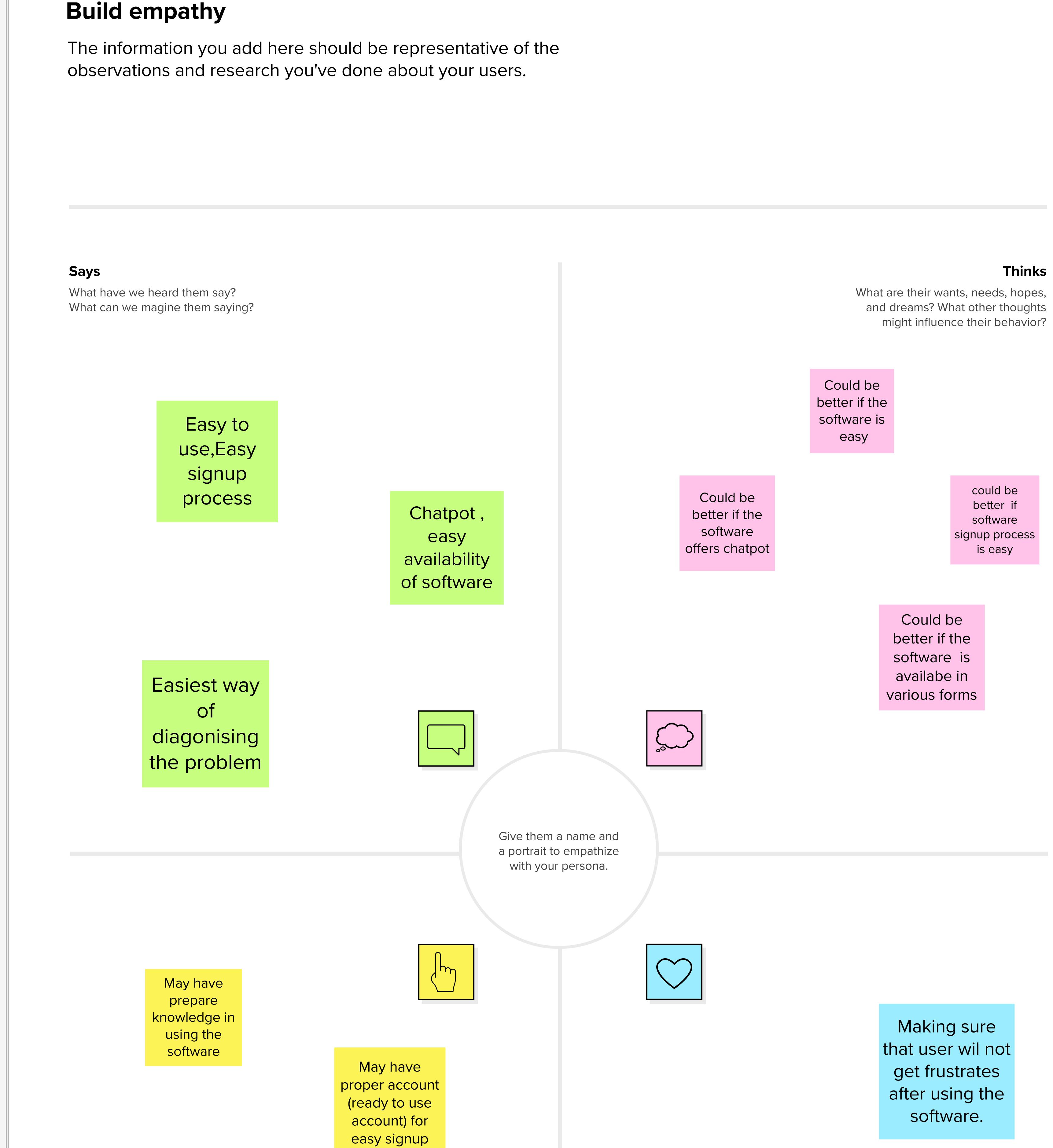


## Empathy map

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.



May have the

ideas in using

the software in

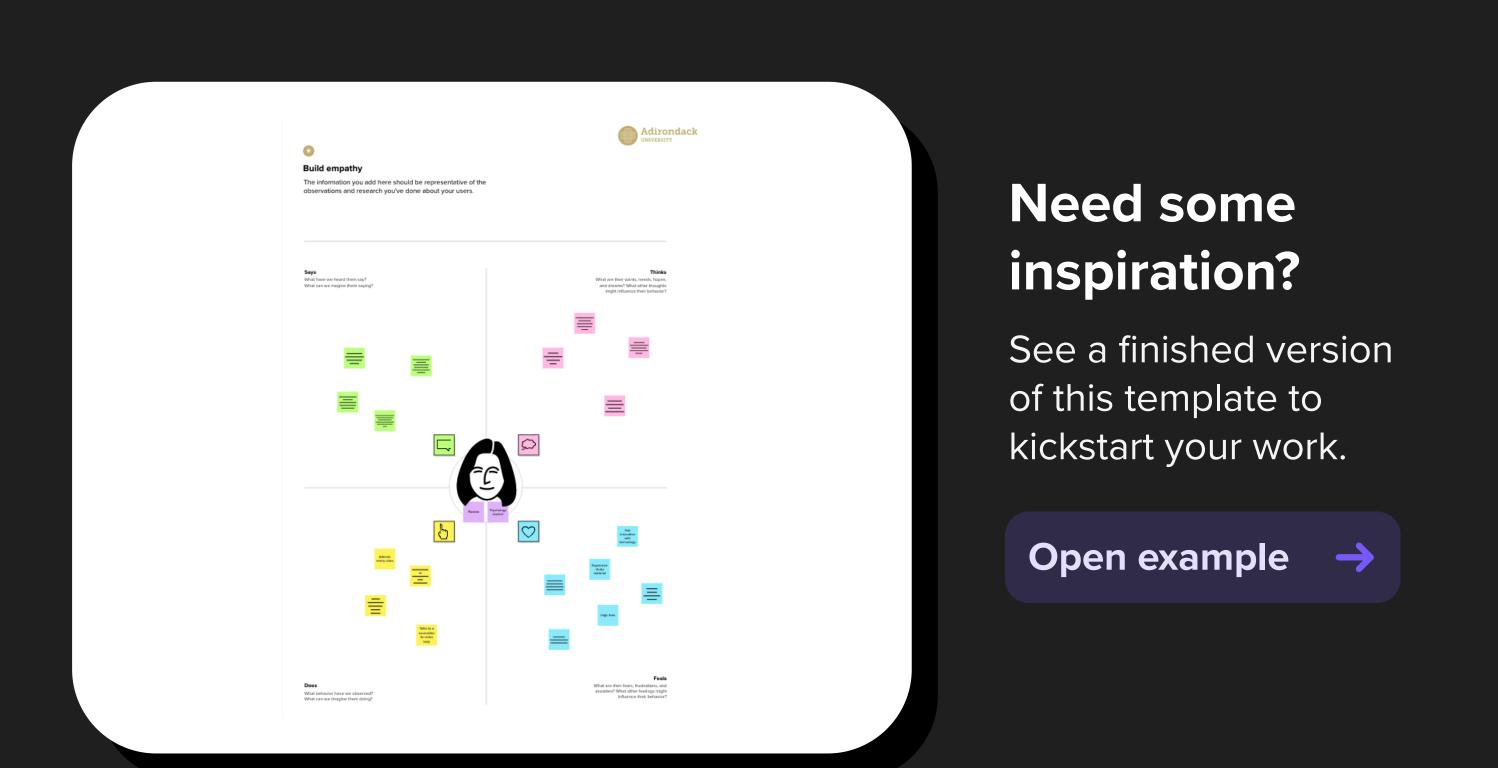
various forms

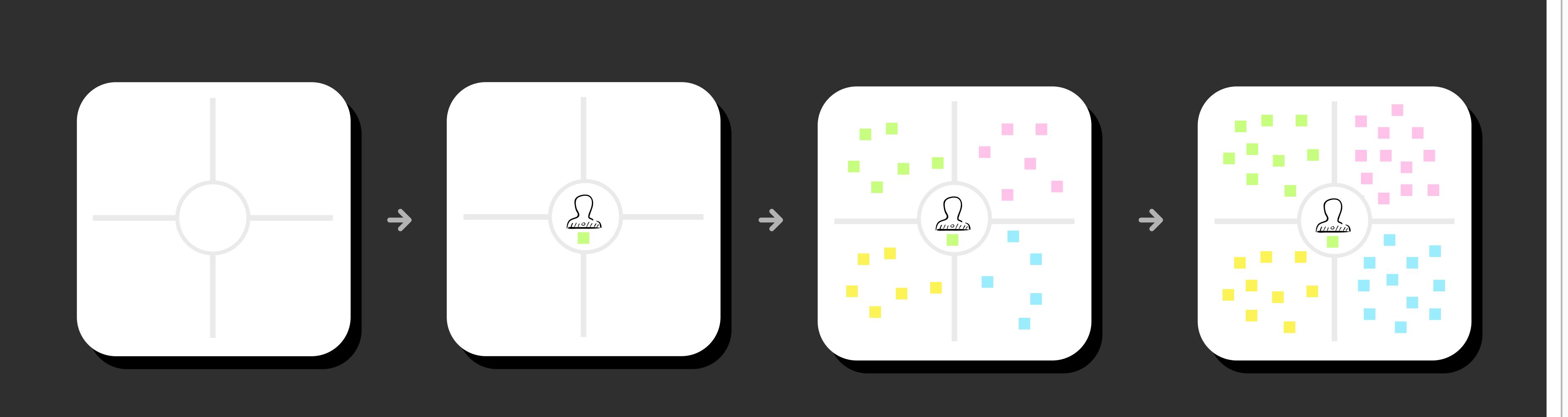
Does

What behavior have we observed?

What can we imagine them doing?

Share template feedback





Must relay

the software

for providing

the data

Ensuring the

solution provided

by the software

will remove the

anxiety of the user

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

**Feels**