

## 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.

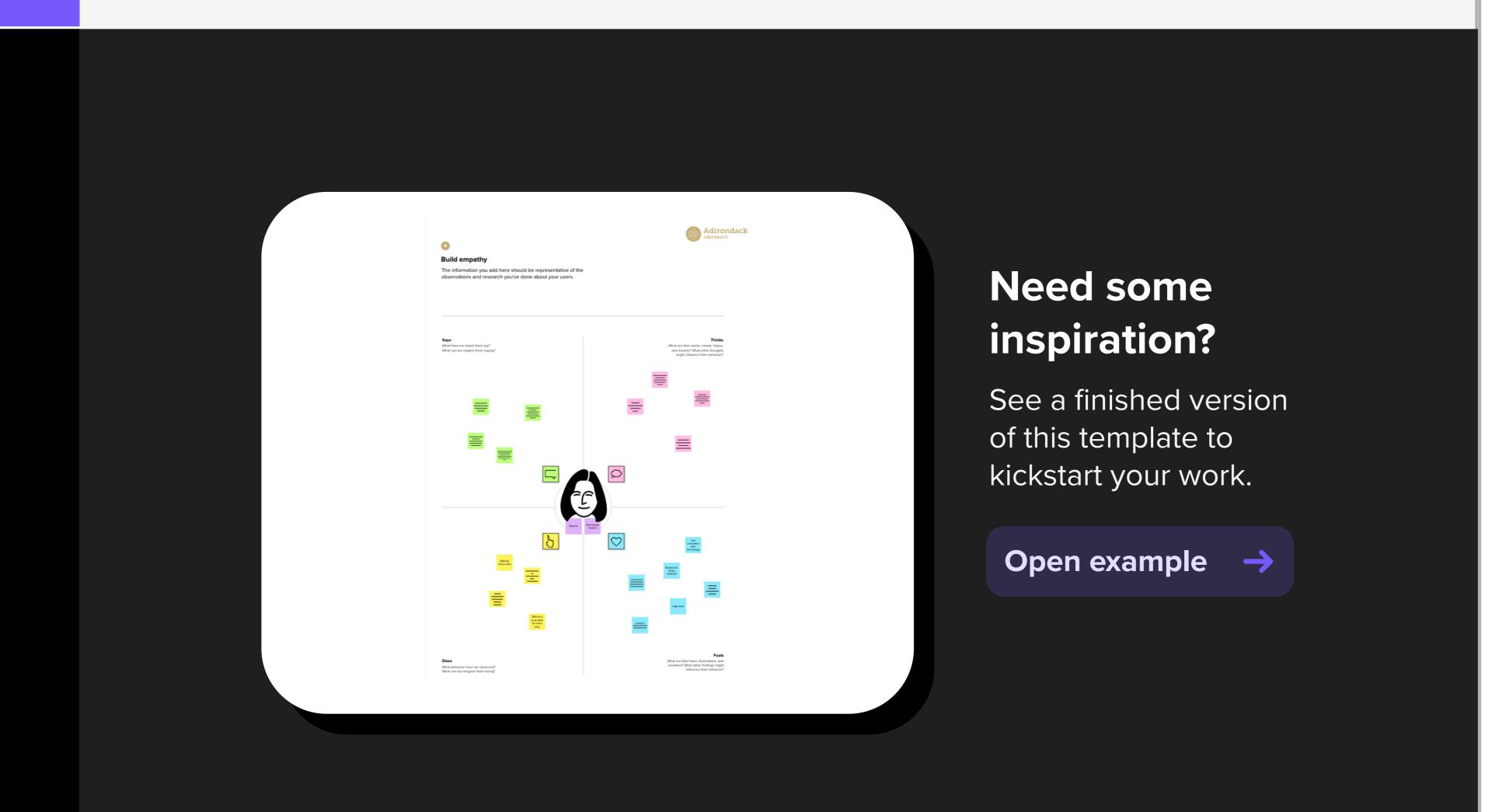
Says What have we heard them say?
What can we magine them saying? What behavior have we observed? What can we imagine them doing?

**Build empathy** 

The information you add here should be representative of the

observations and research you've done about your users.

**Thinks** What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? Intelligent Admissions: The Futurre Of University Decision Making With Machine Learning What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



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