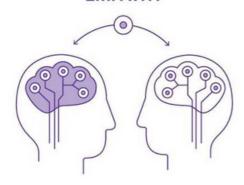
CODE TOOL 12

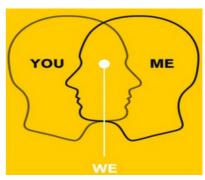


## **Empathy Maps**

Empathy Maps is a collaborative template that design can populate with user information to gain deeper insights into their customers. It visualizes the attitudes and behaviors of s specific group concerned about a particular challenge.







The New Hork Times

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