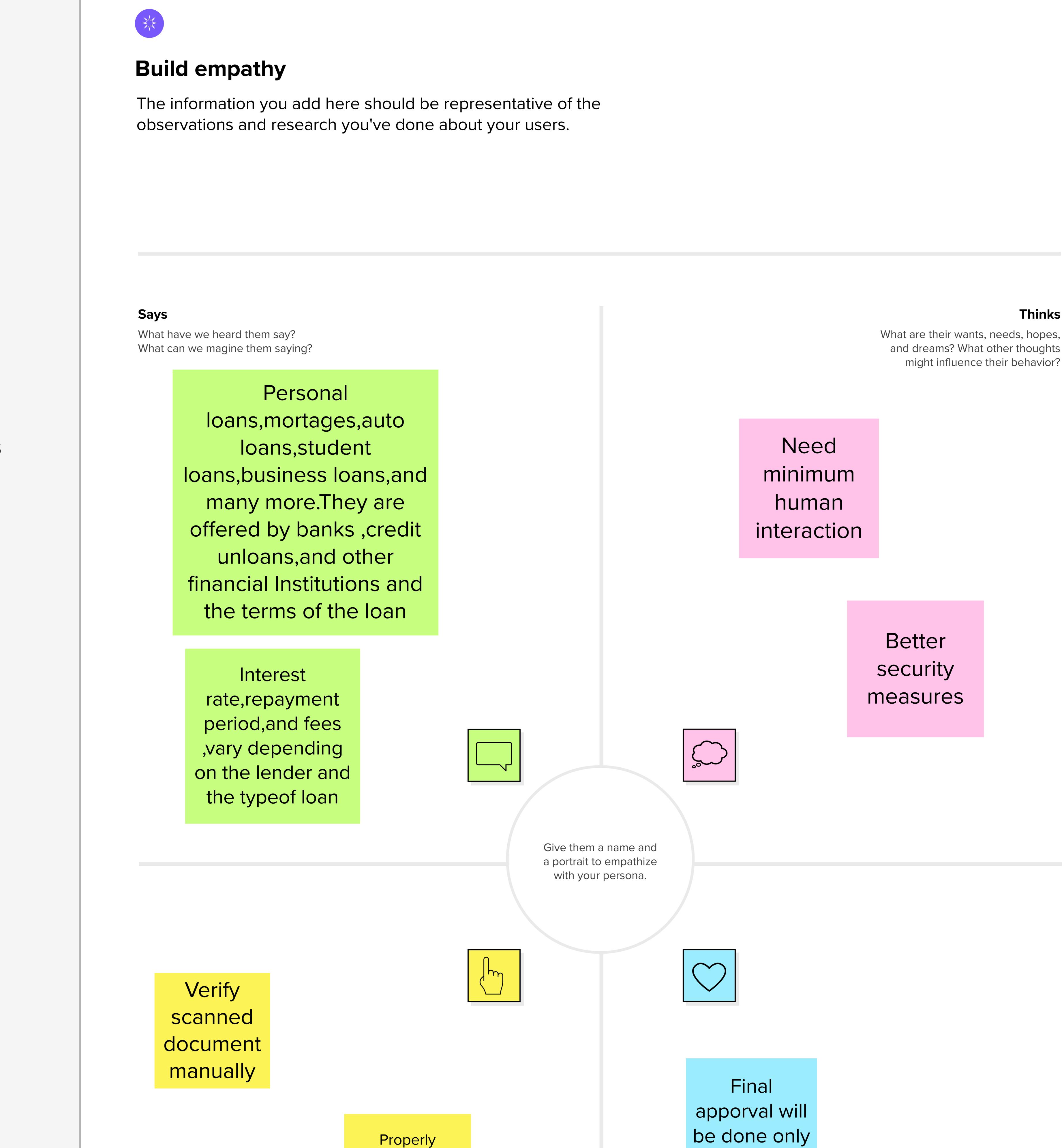


Empathy map

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.



document and

salary certificates

has been

seriously viewed

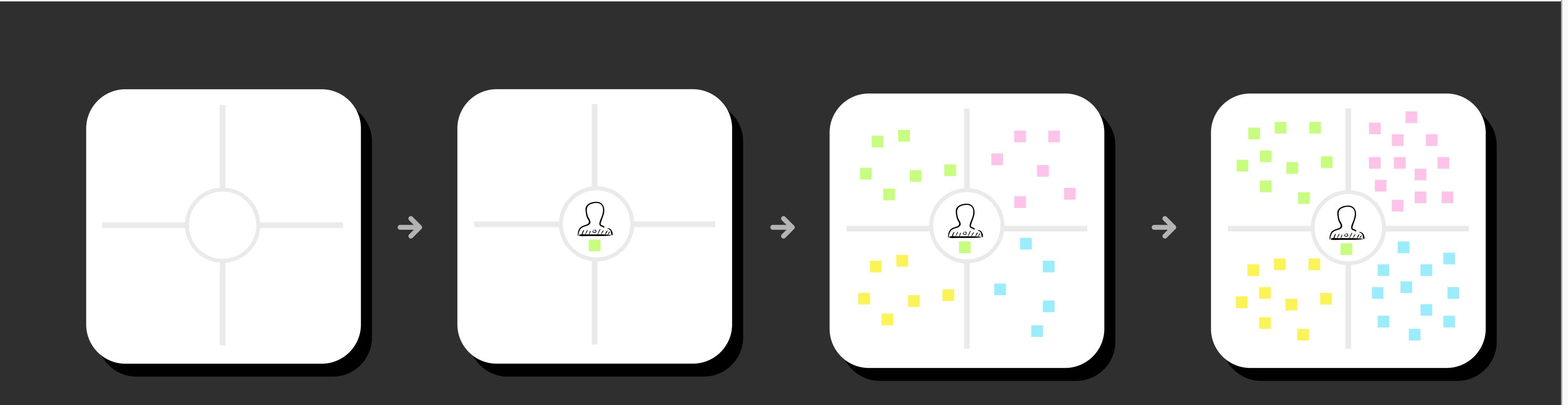
Does

What behavior have we observed?

What can we imagine them doing?

Thinks

Share template feedback



by human

Excepted

reliable

software

solution for

loan apporval

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

Feels

