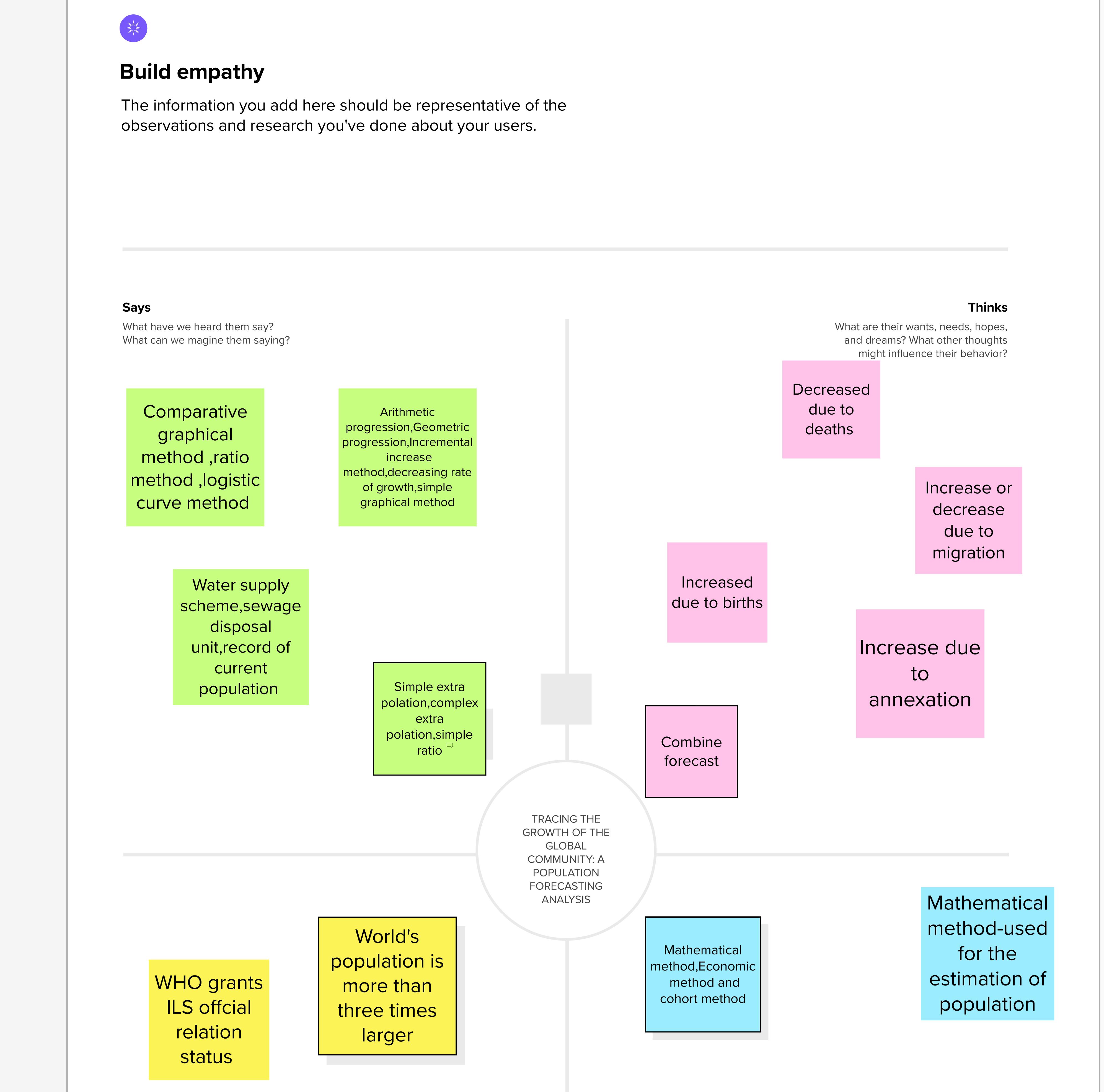


Empathy map

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.



WHO fact sheet on drawning

provention

What behavior have we observed?

What can we imagine them doing?

Does

availability
of
data,quality
of data

Geographic detail,demographic detail,temporal detail Ease of application, ease of explanation

_ .

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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