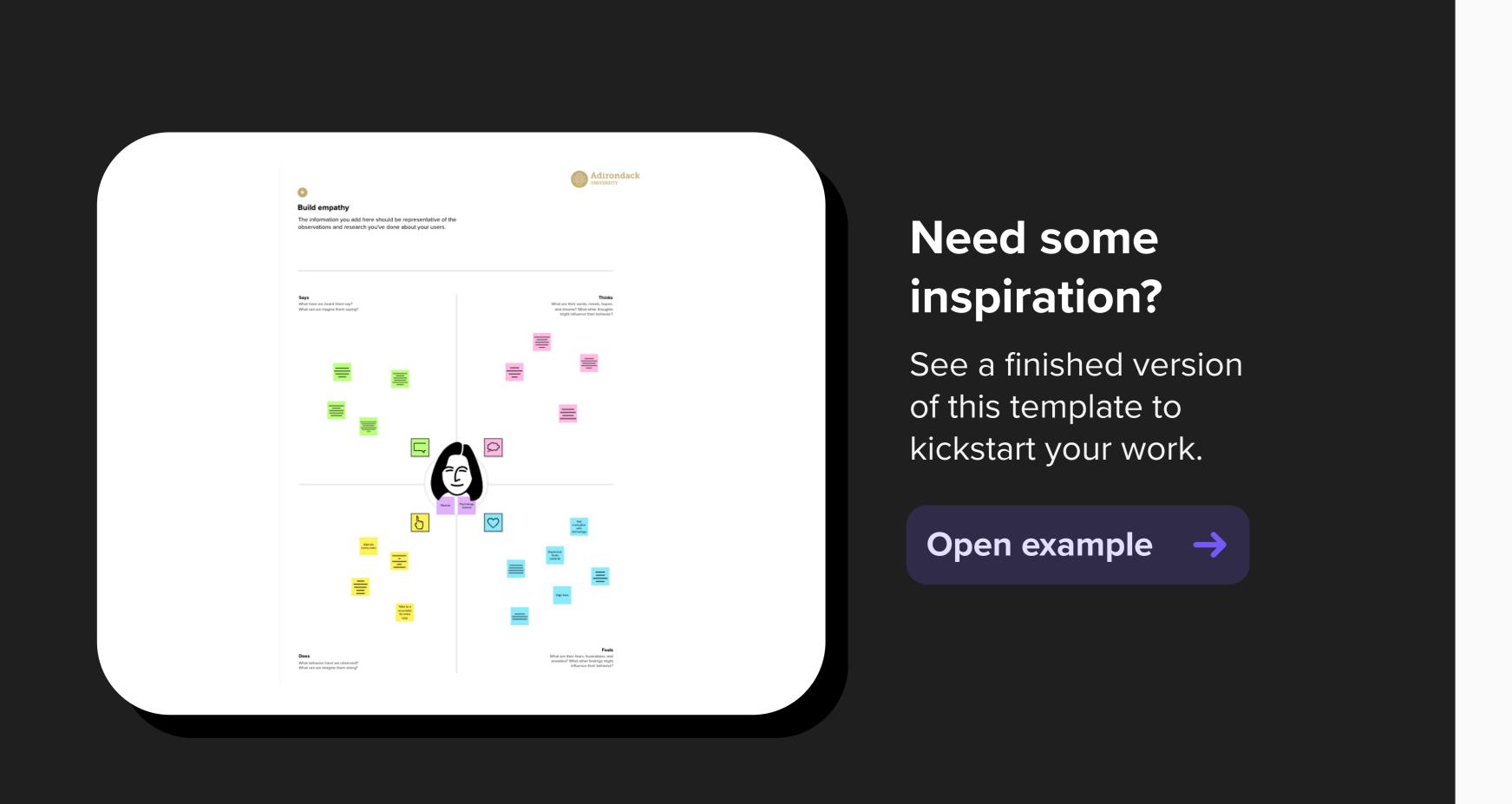


Empathy map

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.

Share template feedback





Does

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 Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? As population Human say that we Take action All should increases, it has led should take steps to to cultural variety, follow family develop the against advanced economy of the technologies and planning. poverty and country as the improved living population standards. crime. increases. Increased Need to Depletion of Hospitality, demand for food, develop the water, housing, water medicines are agricultural energy, resources for essential for healthcare and building fields. population transportation. constructions. growth. **Tracing the Growth of the** Global **Community: A Population** Forecasting Analysis. Increasing the Strict salary of all the Jobless implementation Death workers even in for the rules of situation increases. small scale marriage. occurs. industries. Child marriage As population should be strictly A general and increases all the Deforestation abolished so that progressive people think and E-waste increase in we can create a that they should increases. balance in society prices. be unique. for a better world.

Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?