

## Empathy map

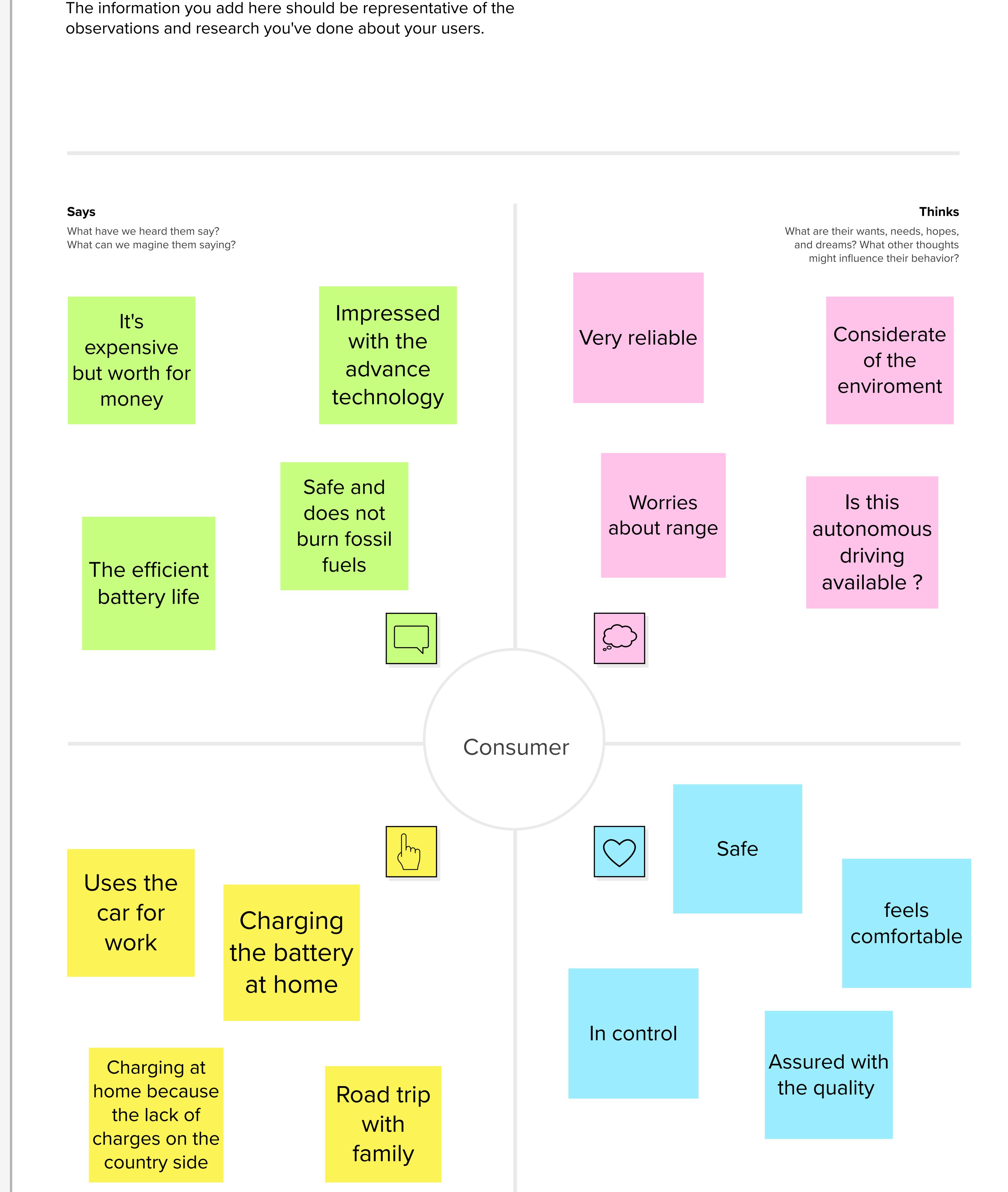
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

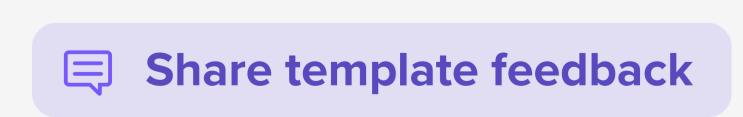
**Build empathy** 

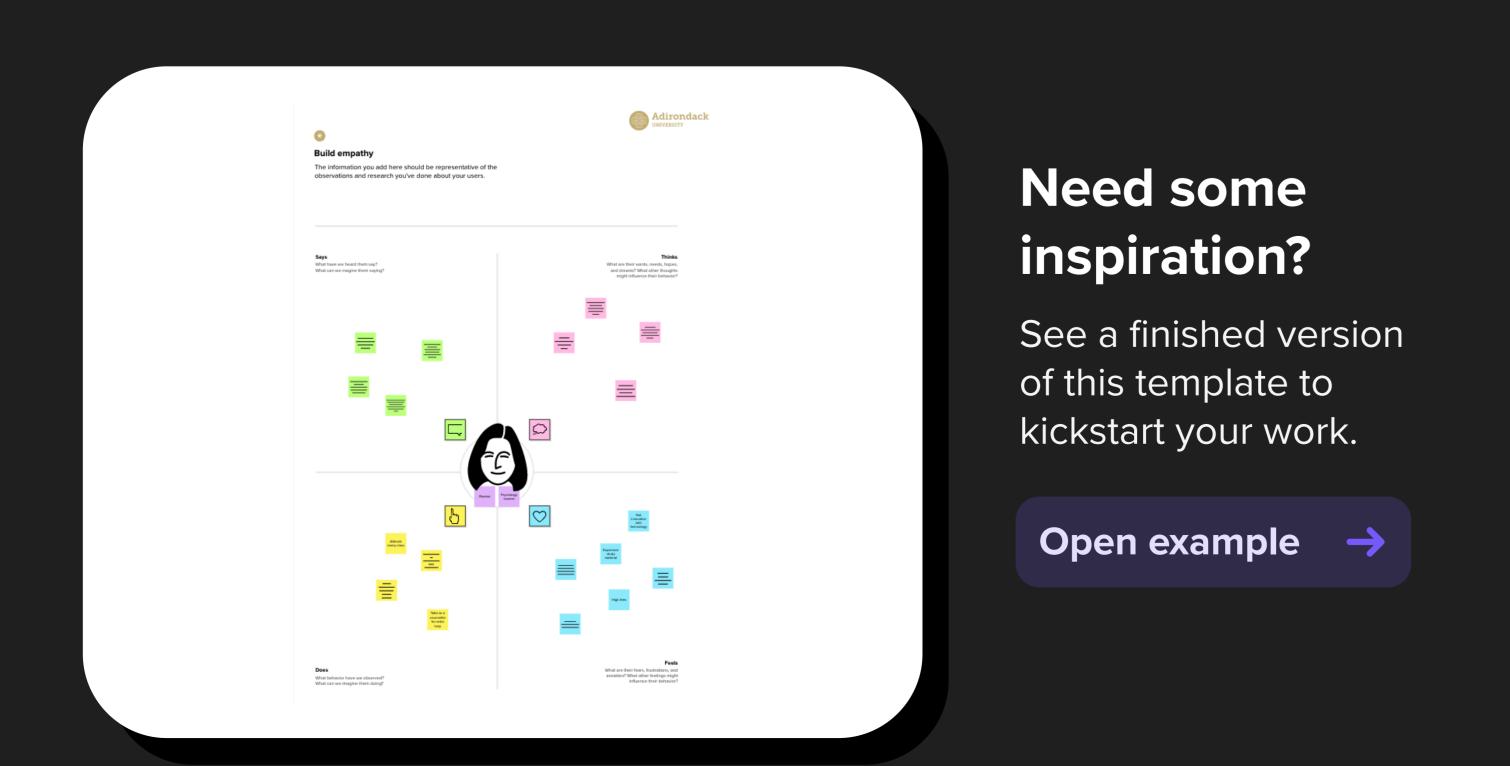
**Does** 

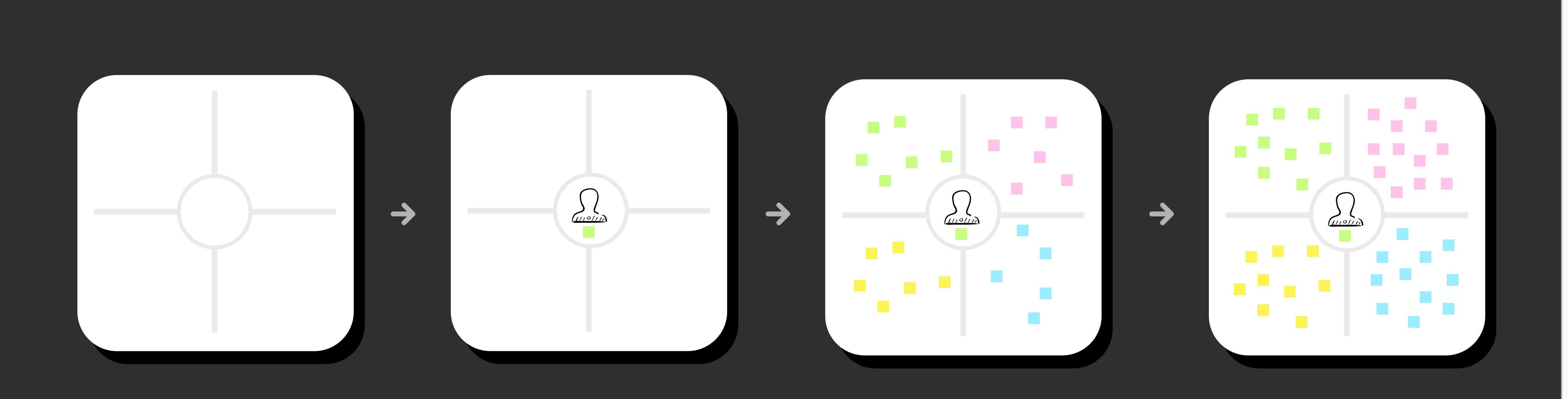
What behavior have we observed?

What can we imagine them doing?









**Feels** 

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?