

Ideation Phase

Empathy Map

Date	03 November 2023
Team Id	NM2023TMID02678
Project Name	How to Create a Landing Page in Hubspot

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.

