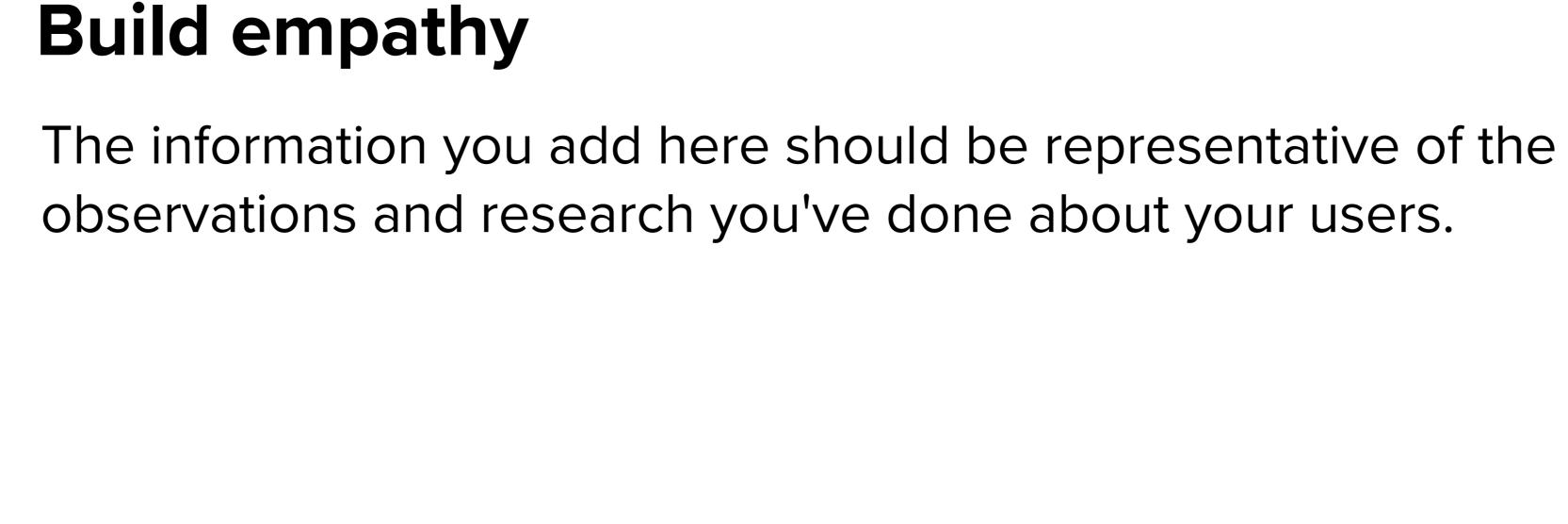
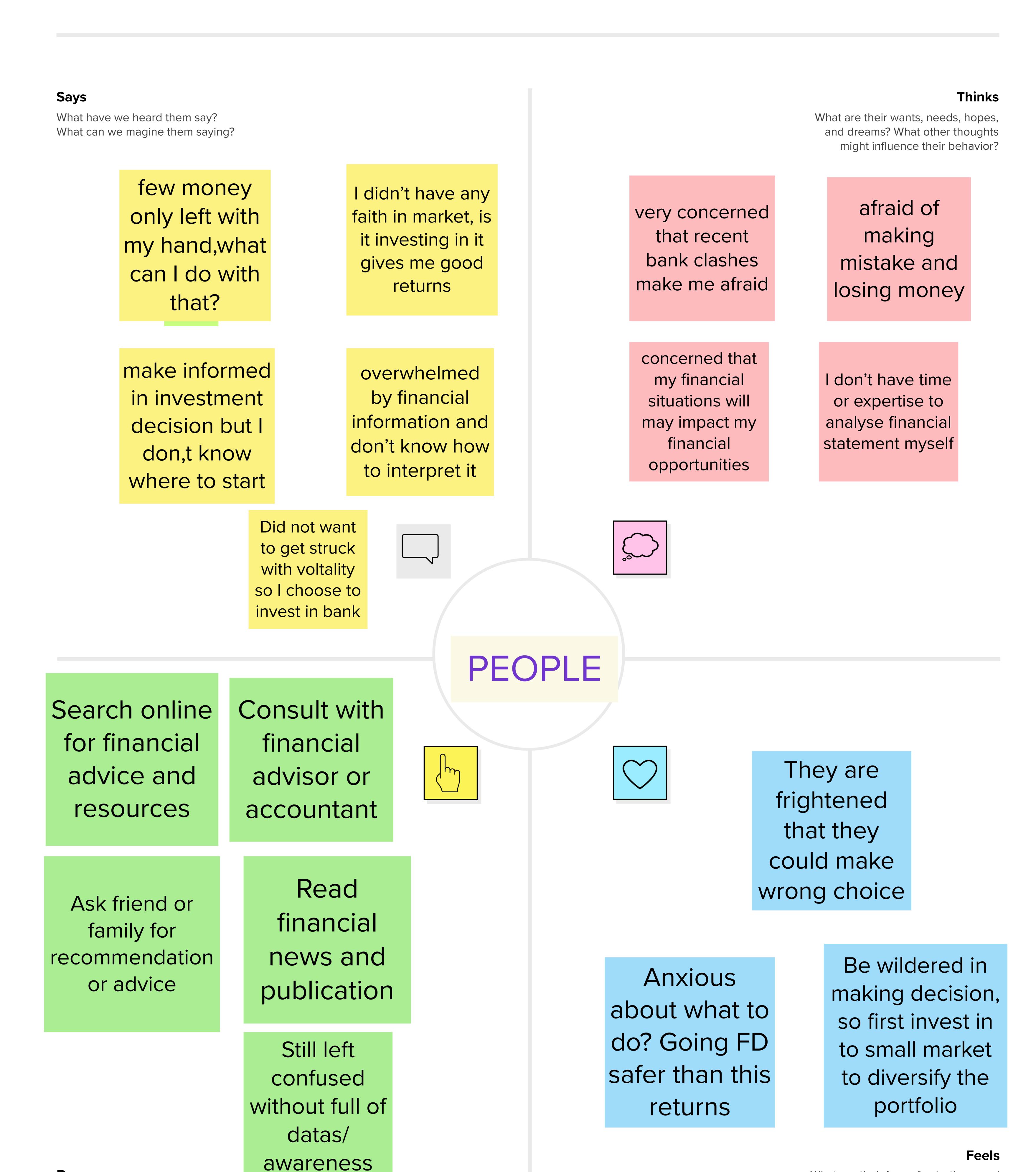


Empathy map

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.



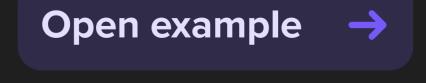


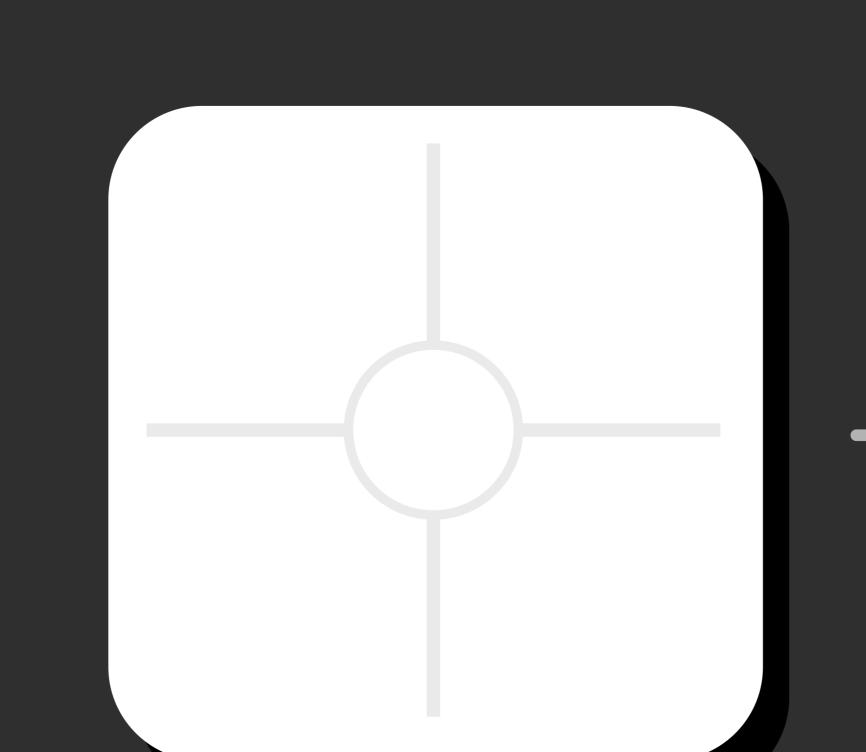


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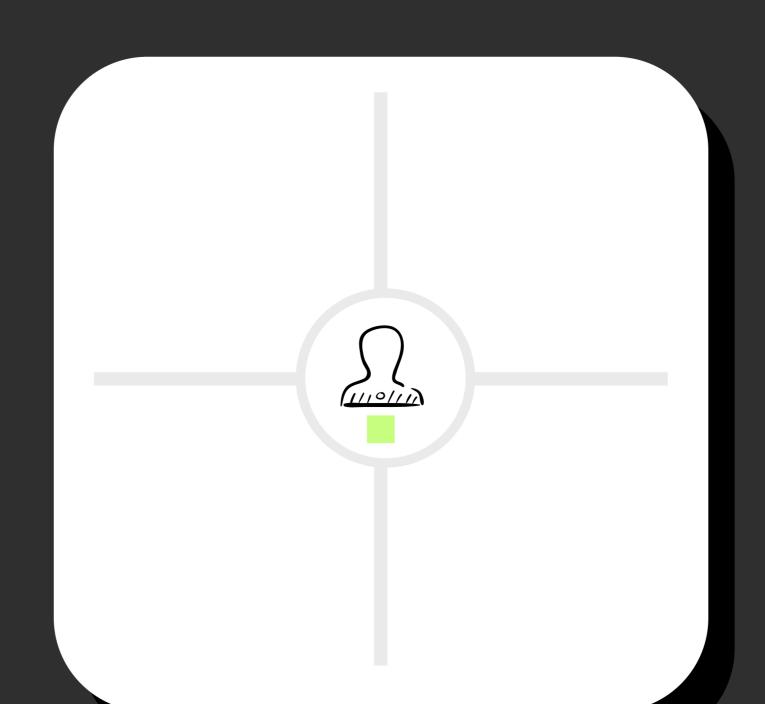


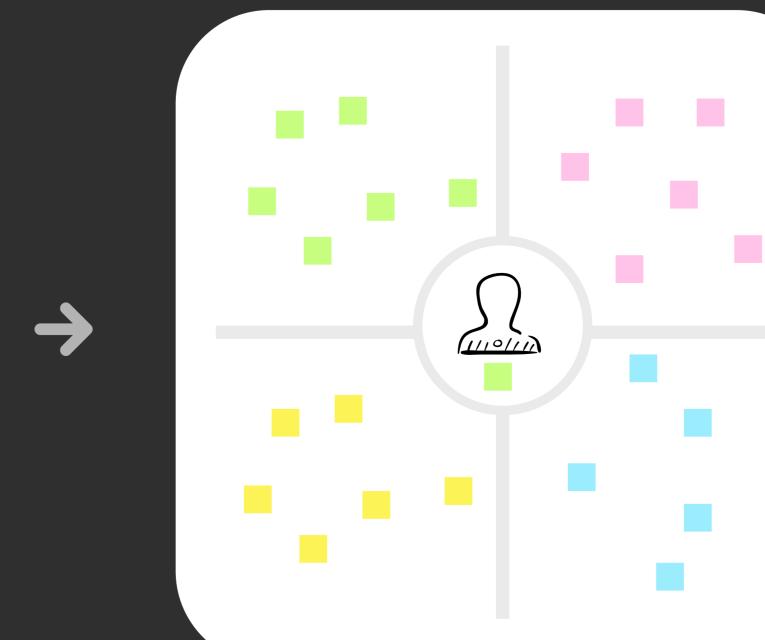


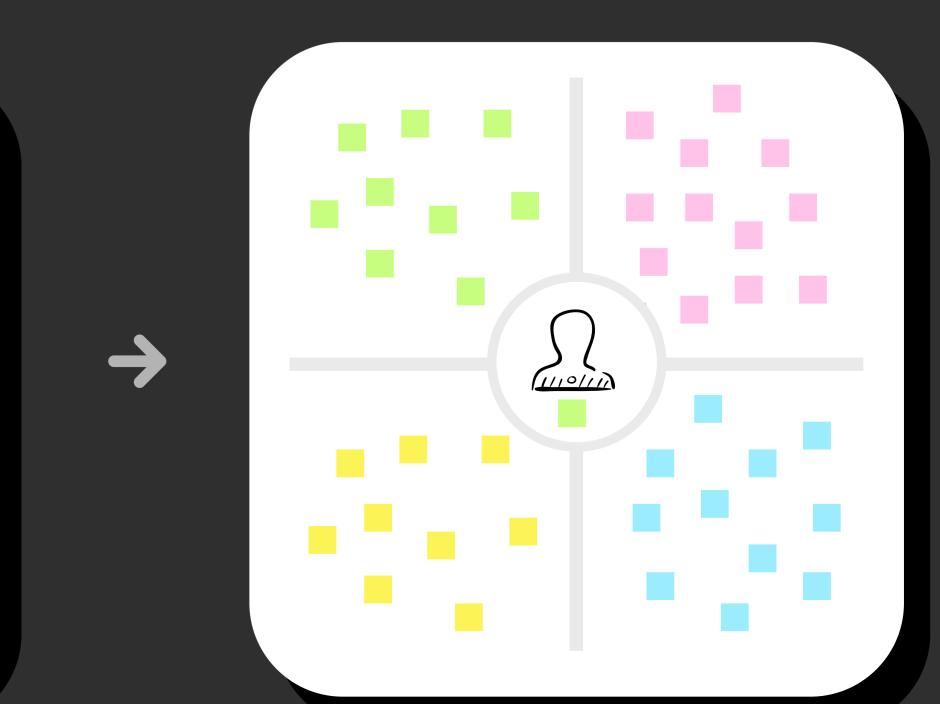
What behavior have we observed?

What can we imagine them doing?

Does







What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?