

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

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

I GLAD TO

ATTENDENT

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?













TO EACH

MEETING

WITH TRUTH

FULL IDEAS



THANK YOU

PUTTING IN THE EXTRA EFFORT DURING IN THE

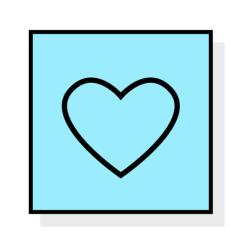
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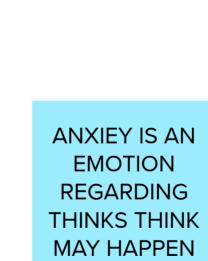


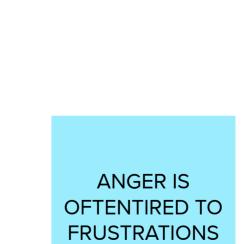












FEAR IS AN

BIOLOGICAL

RSPONSE TO

IMMIDEATE

DANGER



BENIFITS

OF A

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Does

What behavior have we observed? What can we imagine them doing?



influence their behavior?

What are their fears, frustrations, and

anxieties? What other feelings might





