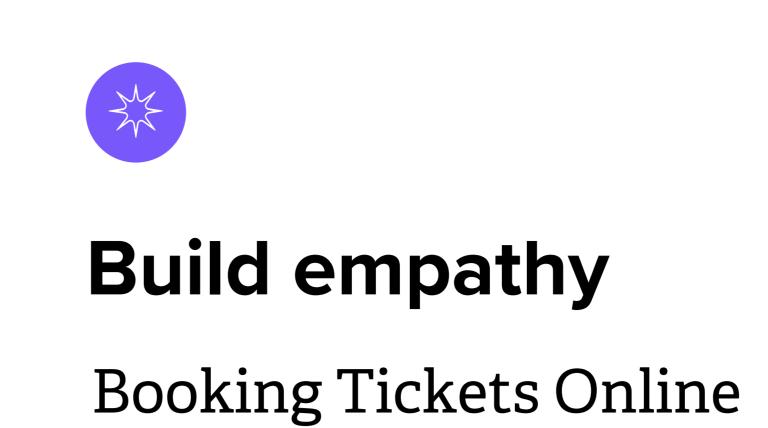


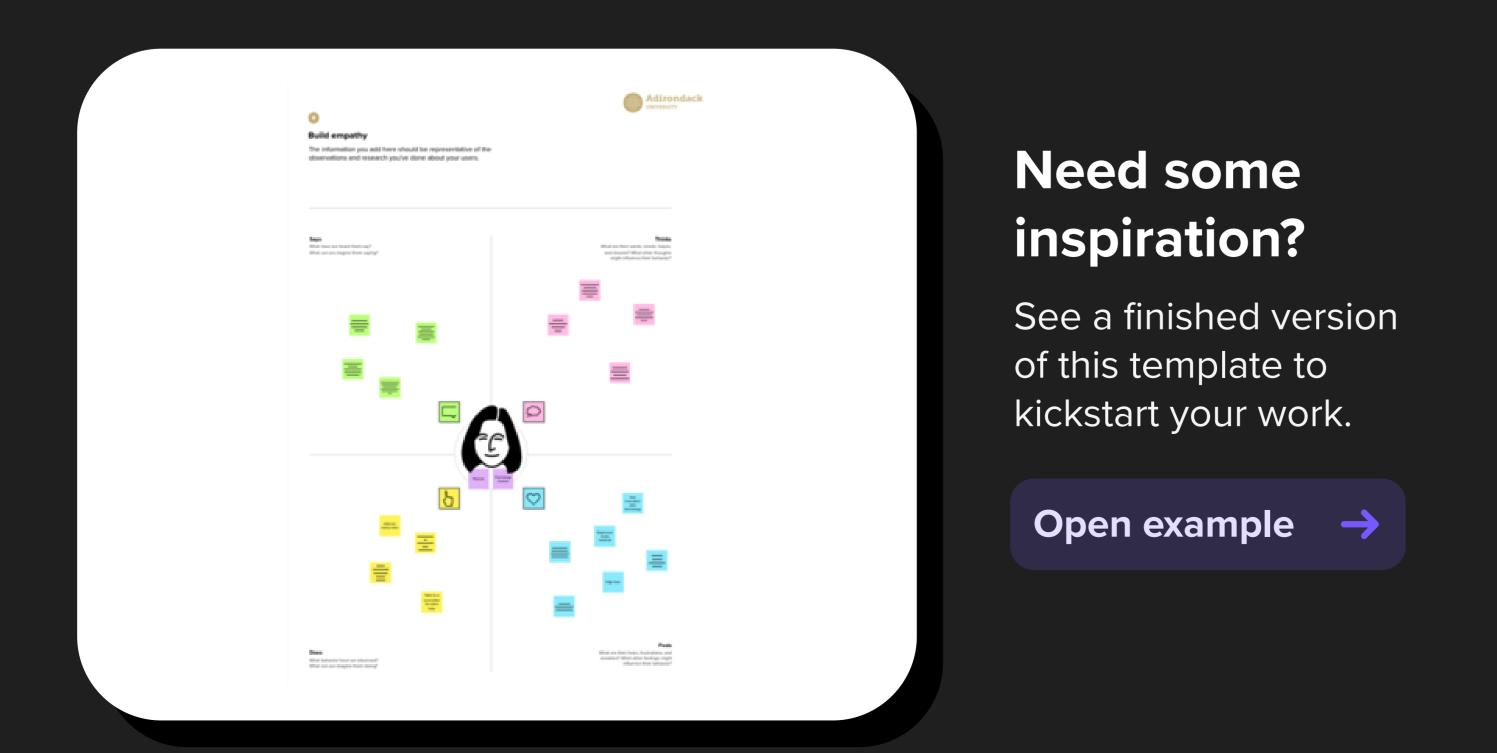
Empathy map

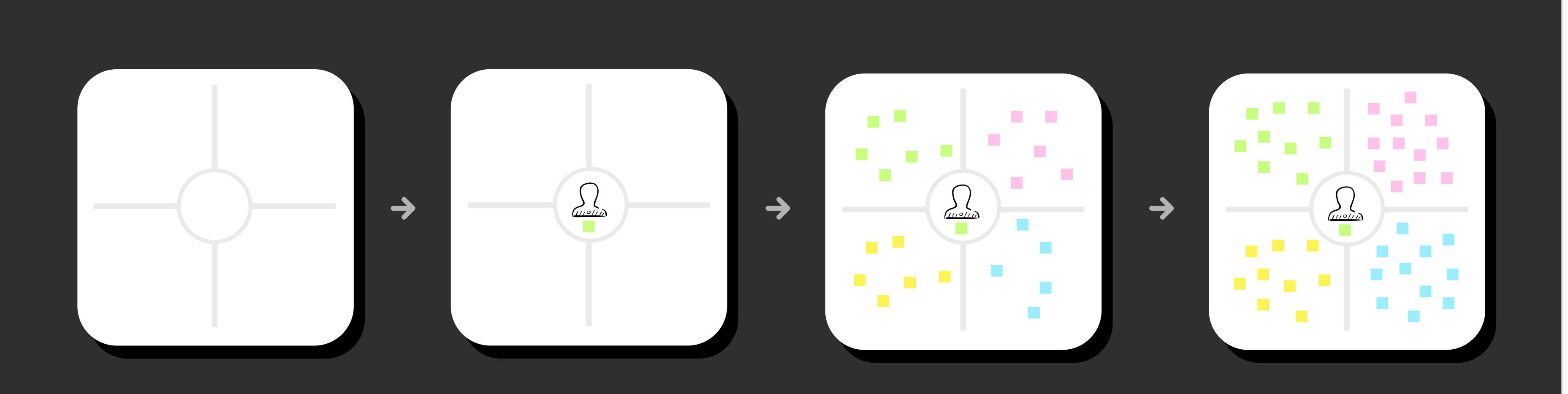
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Says **Thinks** 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? Why is this so time consuming? I think I'm Would it work for long distance as well? Pharshini... Overwhelmed with information Evaluates **Feels** What are their fears, frustrations, and **Does** anxieties? What other feelings might influence their behavior? What behavior have we observed?







What can we imagine them doing?