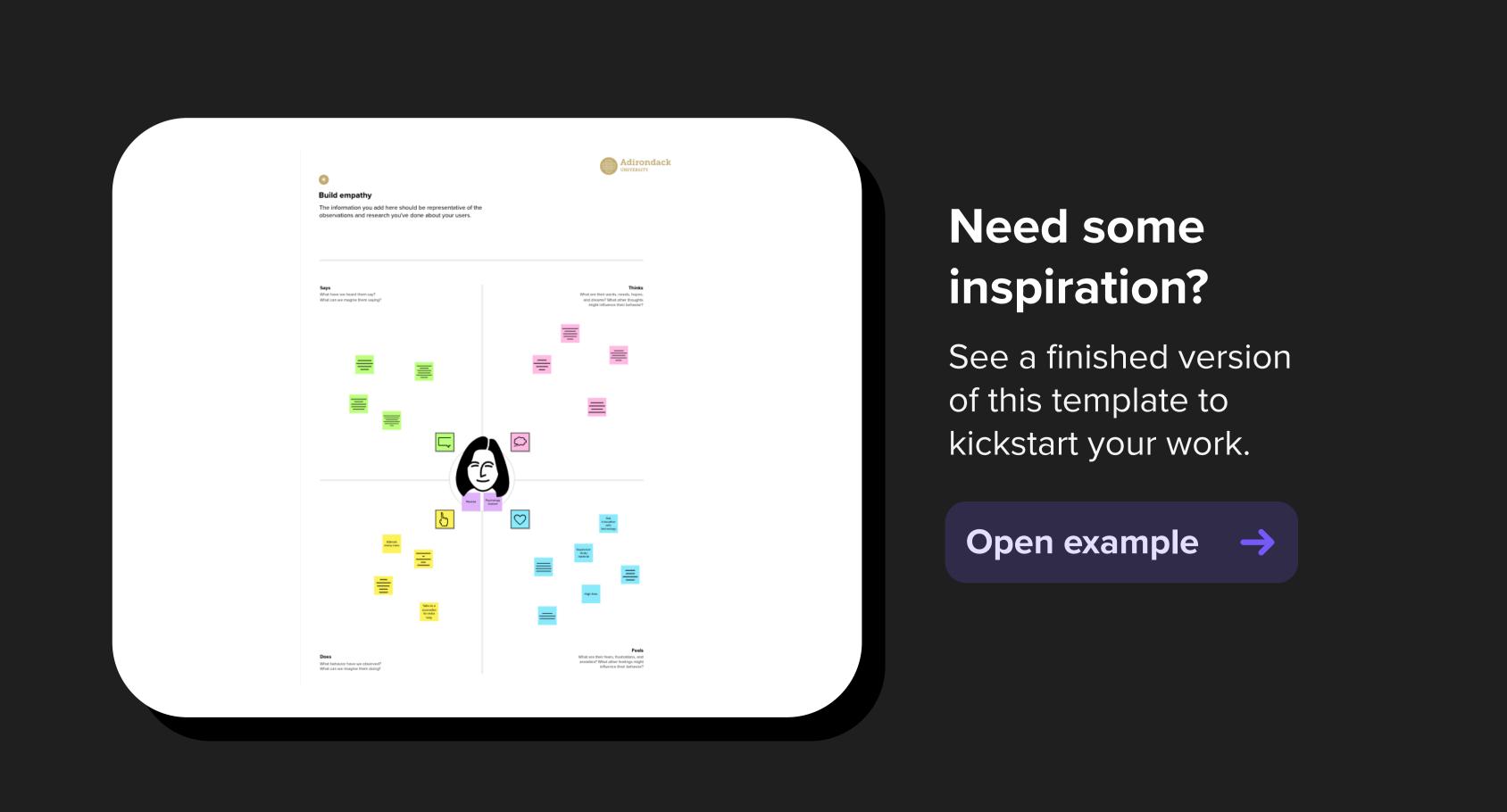


## Empathy map

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**

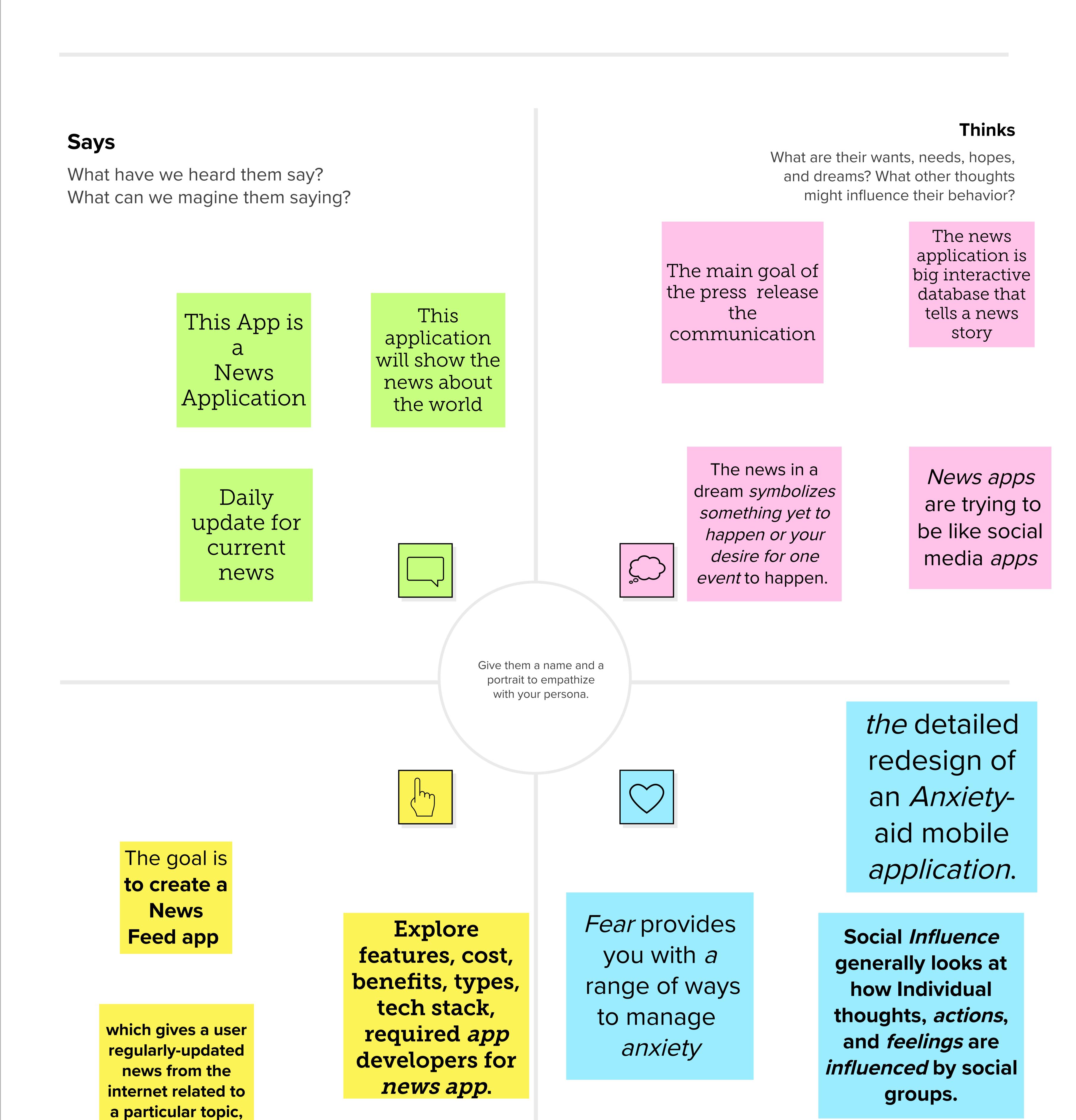
person, or location

What behavior have we observed?

What can we imagine them doing?

Does

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



Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?