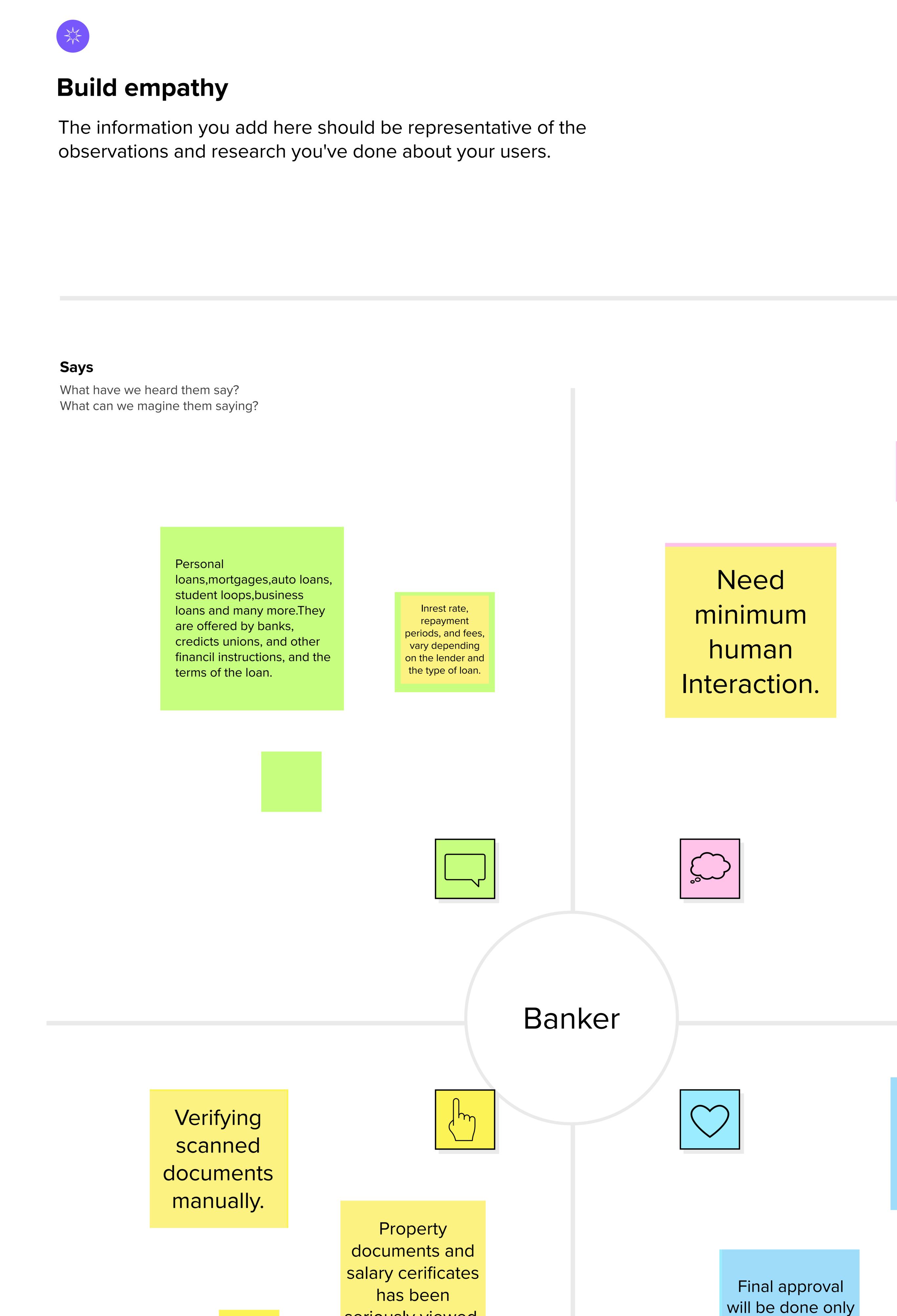


Empathy map

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.



seriously viewed.

Does

What behavior have we observed?

What can we imagine them doing?

software solution for loan approval.

Expected a

reliable

by a human

being(Manager).

Feels

Thinks

What are their wants, needs, hopes,

Better

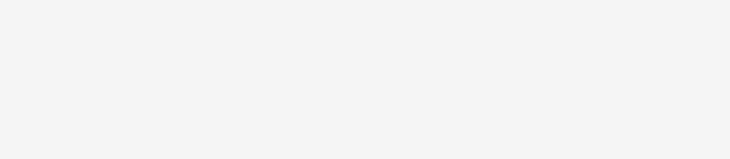
Security

meashures.

and dreams? What other thoughts

might influence their behavior?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Share template feedback

