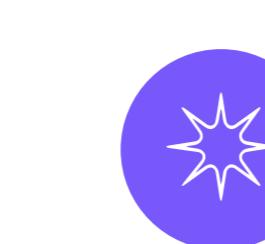


## Empathy map

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 imagine them saying?

CRM  
CUSTOMER  
RELATIONSHIP  
MANAGEMENT

I expected  
something  
different

what are  
popular  
brands

where  
should i  
look for?

I am  
looking for  
something  
reliable

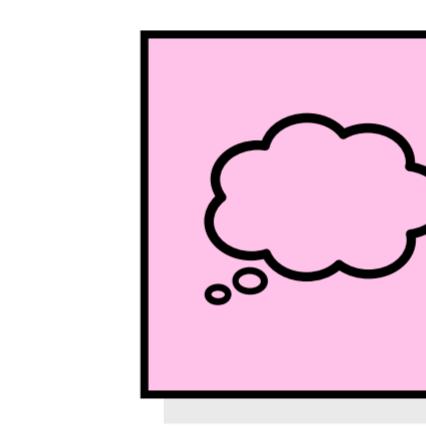
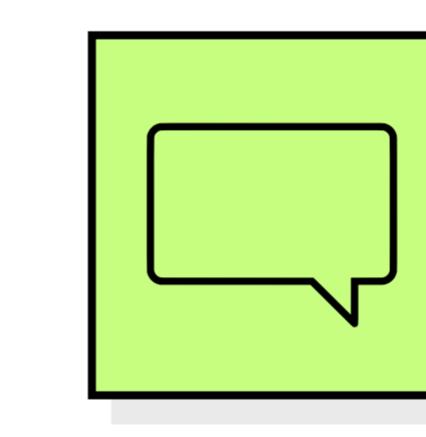
I want  
something  
awesome

shouldn't it  
be easier?  
and wasting  
of time?

may be this  
isn't the  
best

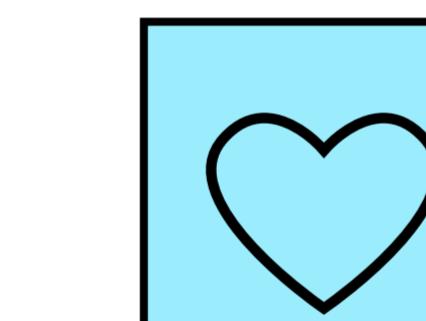
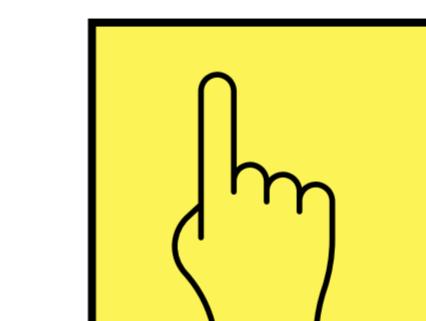
cheap or  
expensive?

what is the  
best  
product?



CRM  
application  
that helps  
to visa slot

does  
more  
search



SATISFACTION

view  
brochures



unsure who  
to trust      fear

Inquire  
friend

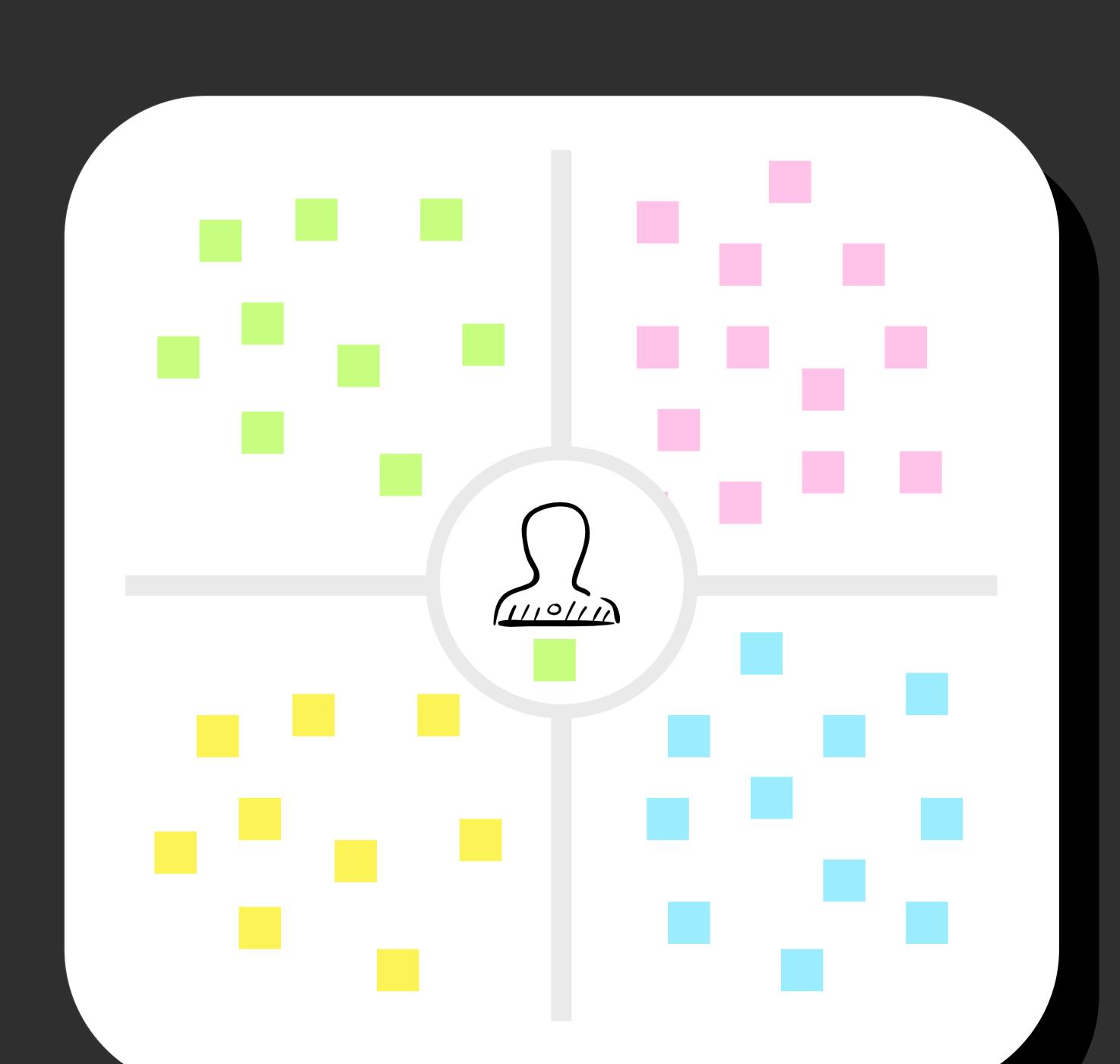
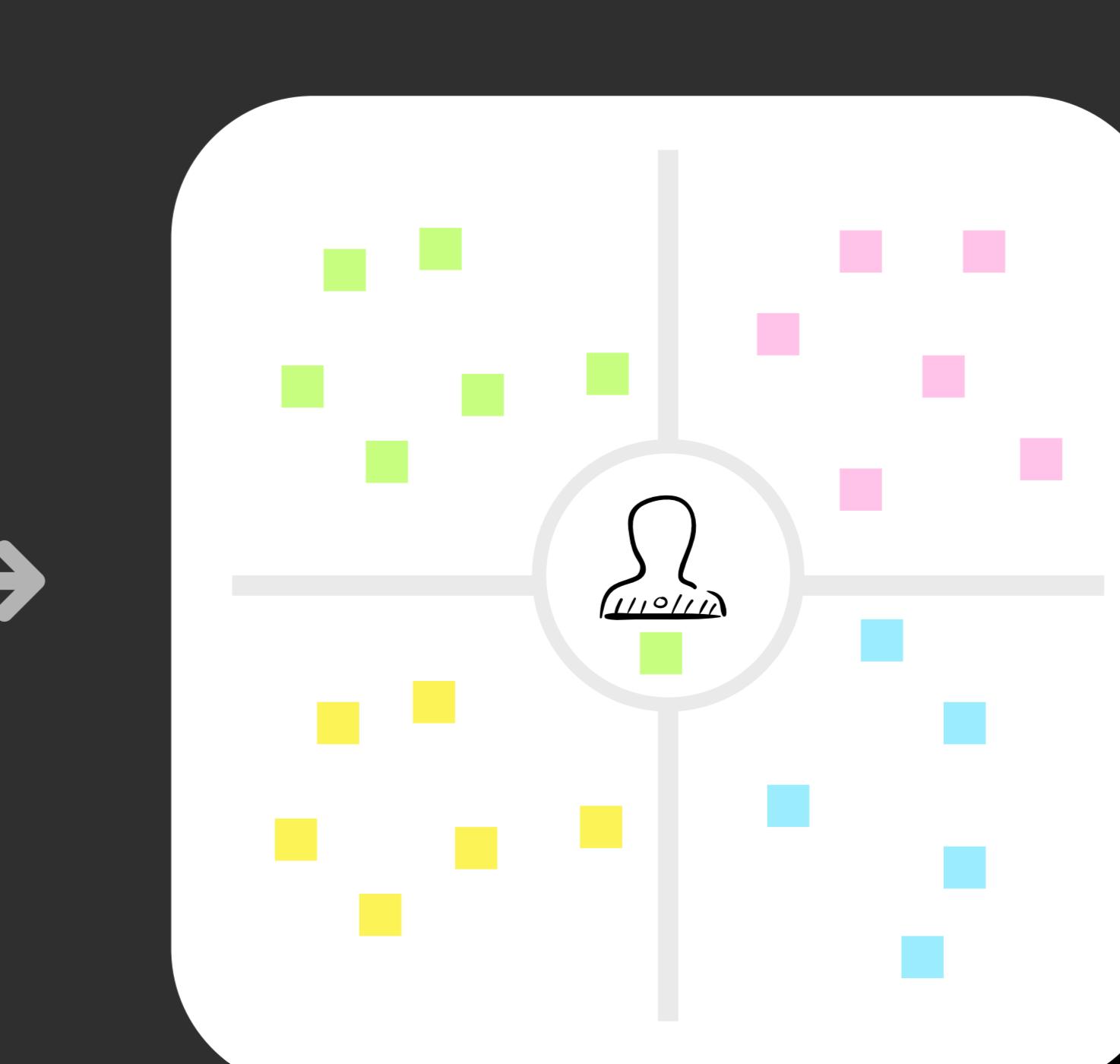
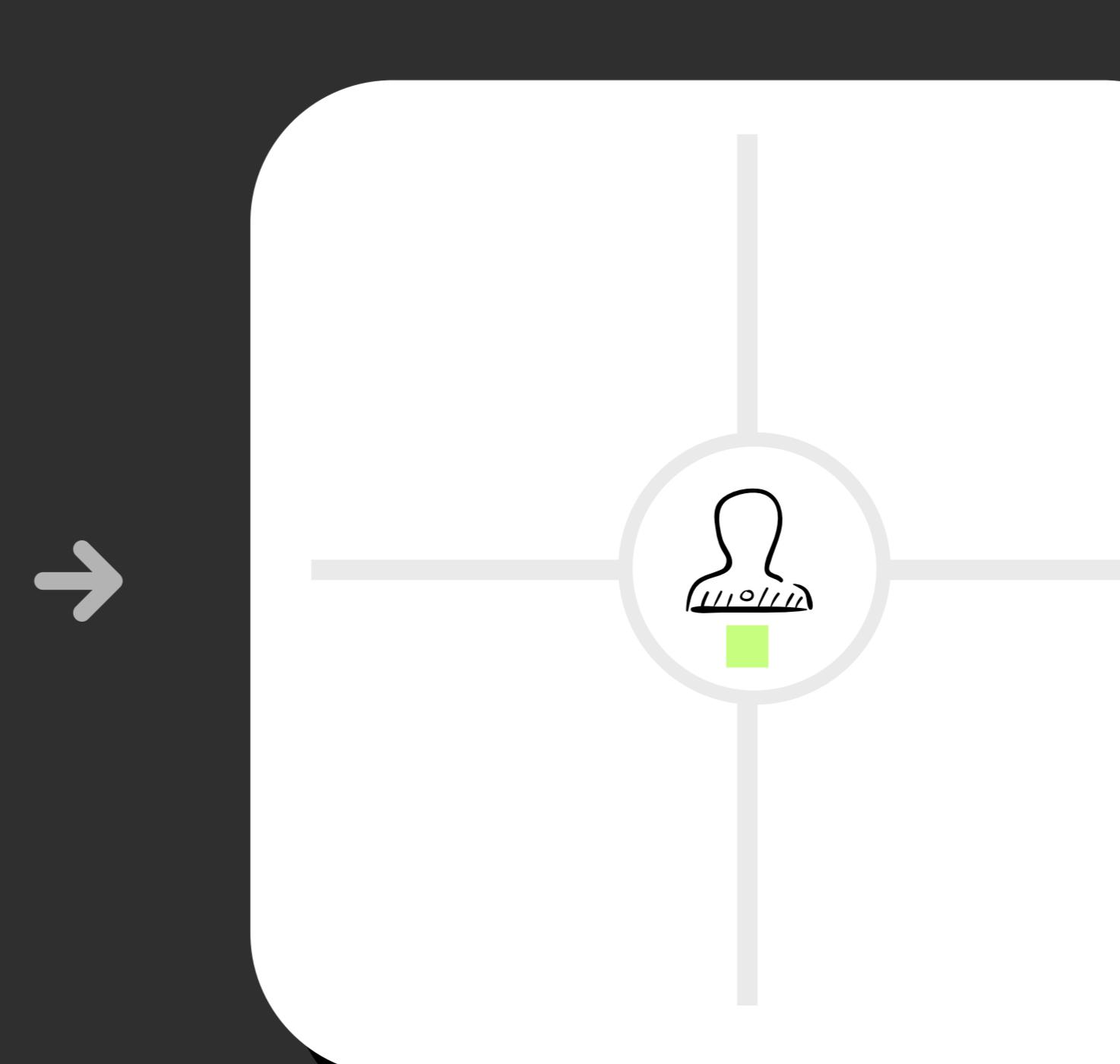
compare  
products

excited

greatful

#### Does

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



#### Feels

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

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of this template to  
kickstart your work.

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