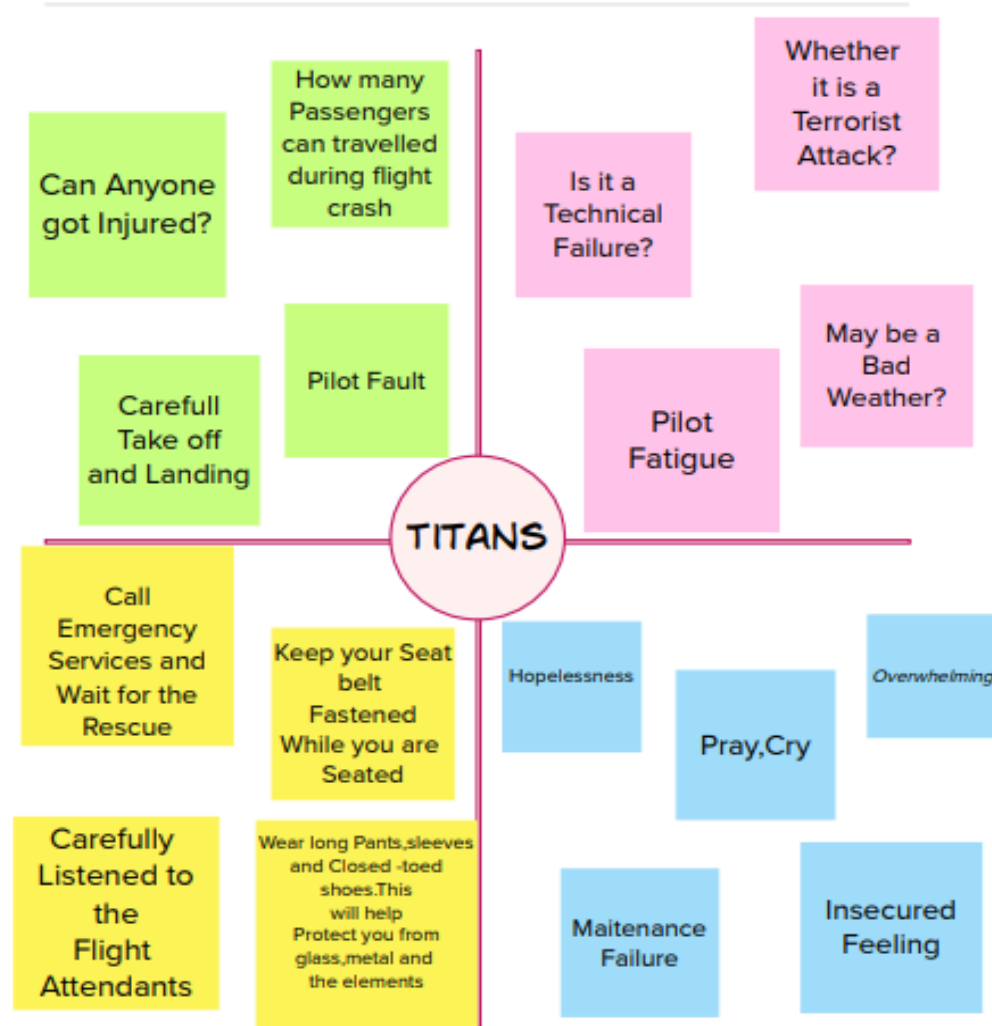


Empathy map

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.

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**PROBLEM
To Avoid
Flight Crash**

Person 1 Person 2 Person 3 Person 4

Air traffic controller error	Mid - air collision	Over booking	Fuel problems
Manufacturer defects	Low - altitude operations	Improper plane maintenance	Birds striking
System component failure	In flight loss of control	Emergency landing	Sabotage

