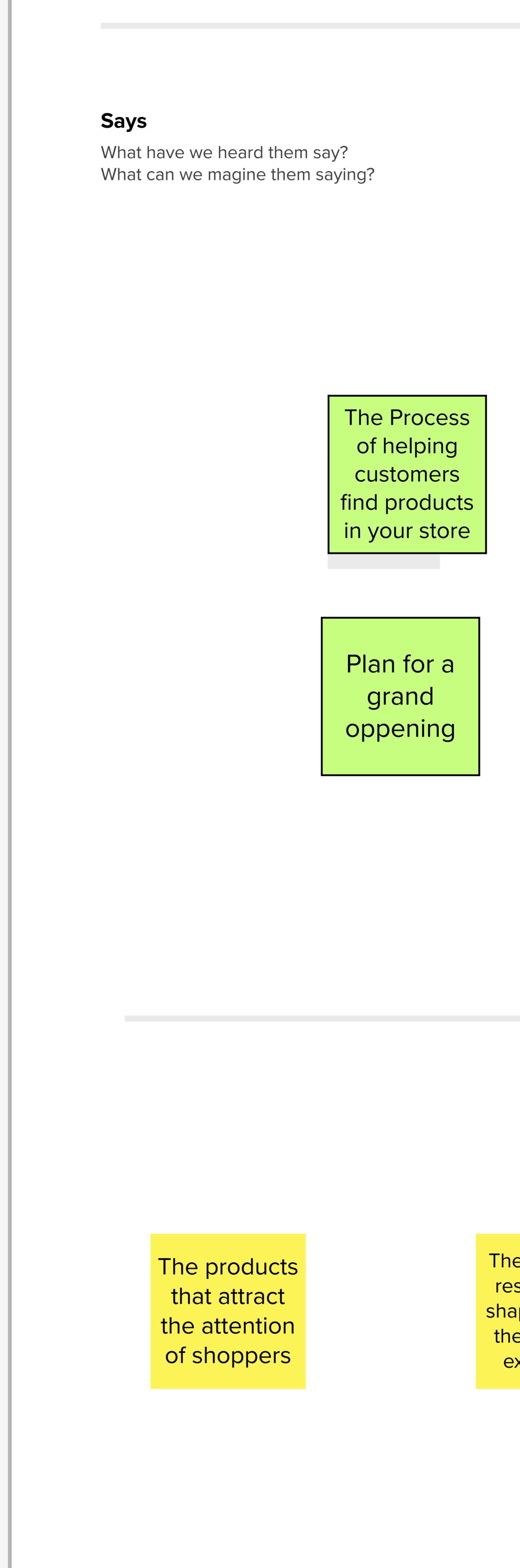


Empathy map

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.



Does

What behavior have we observed?

What can we imagine them doing?

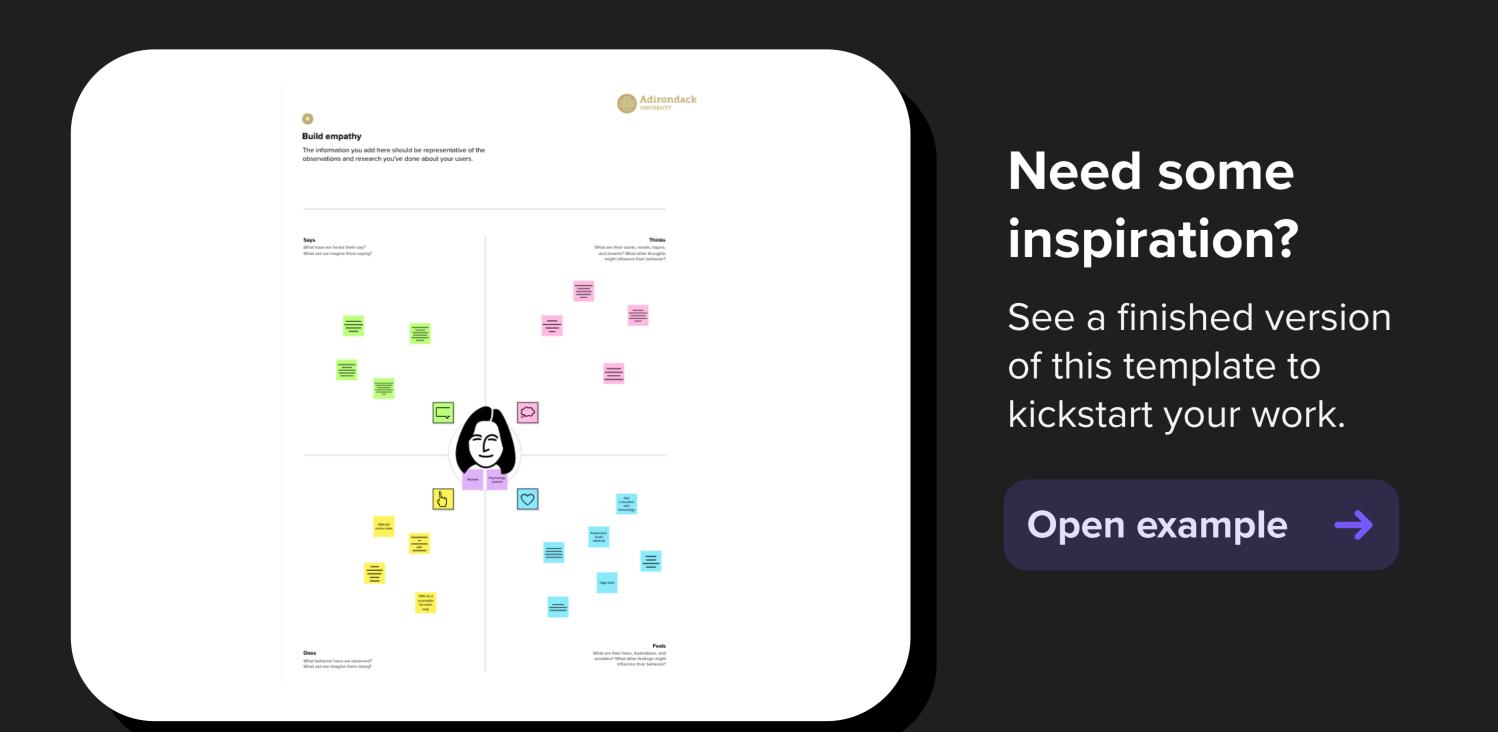
Build empathy

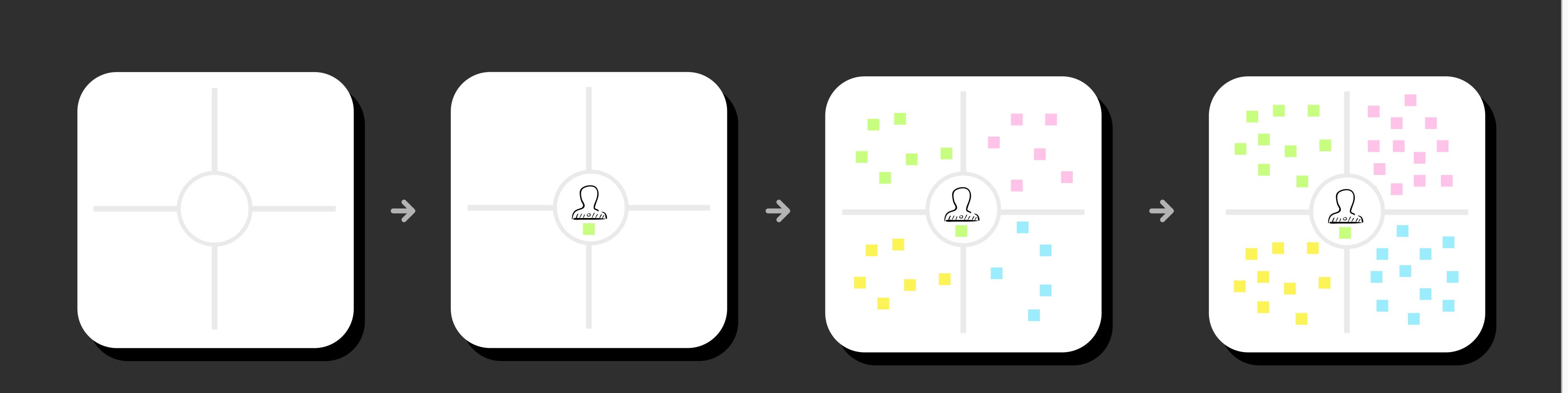
The information you add here should be representative of the

observations and research you've done about your users.

Thinks What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? To fulfill the buying needs of the customer Generate an idea and Customer have business unique budgets plan Charges Services delivery with which they customers can purchase a relationship, number of bank branches product or and convenience to customer service Cover your legal basics In all possibel angels and details, is the best way to solve even the strongest doubt Retail Management Application Using Marketing company can influence consumer behaviours because they elicit A feeling of worry, reaction utilizing The emotional imagery and word nervousness or un responses of associations field to ease about emotional responces shapers during semething with an the shopping uncertain outcome experience They are afarid of losing control if they Emotions from the can't hardle past involving possibel out similar experiences influence the choice comes we are considering







Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?