

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.

Share template feedback





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 magine them saying?

Thinks

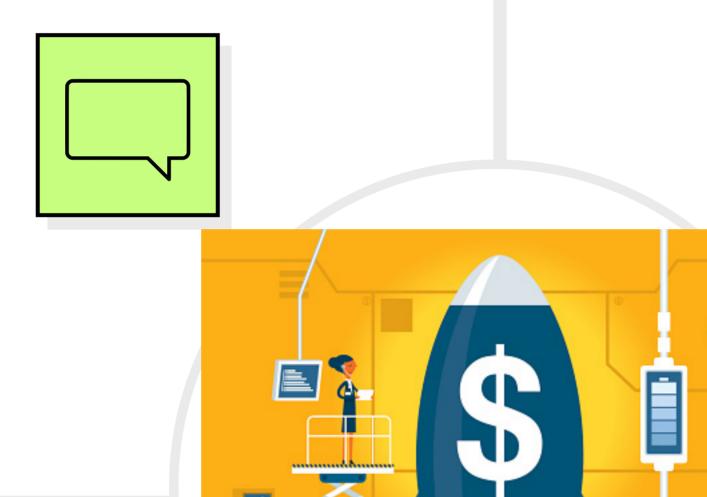
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

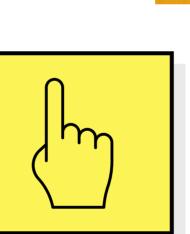
I was expecting something different skills

Process of developing , organising , setting up own business& taking up up financial risk

Every country tries to increase its trade by having more enterprises

No risk of hiring unskilled people





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More research and postpones big decisions

Whose main objective is to reduce poverty and generate sustainable wealth

Higher risk and technical oriented

The startup will help in economic growth and generate employement opportunities

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?



