
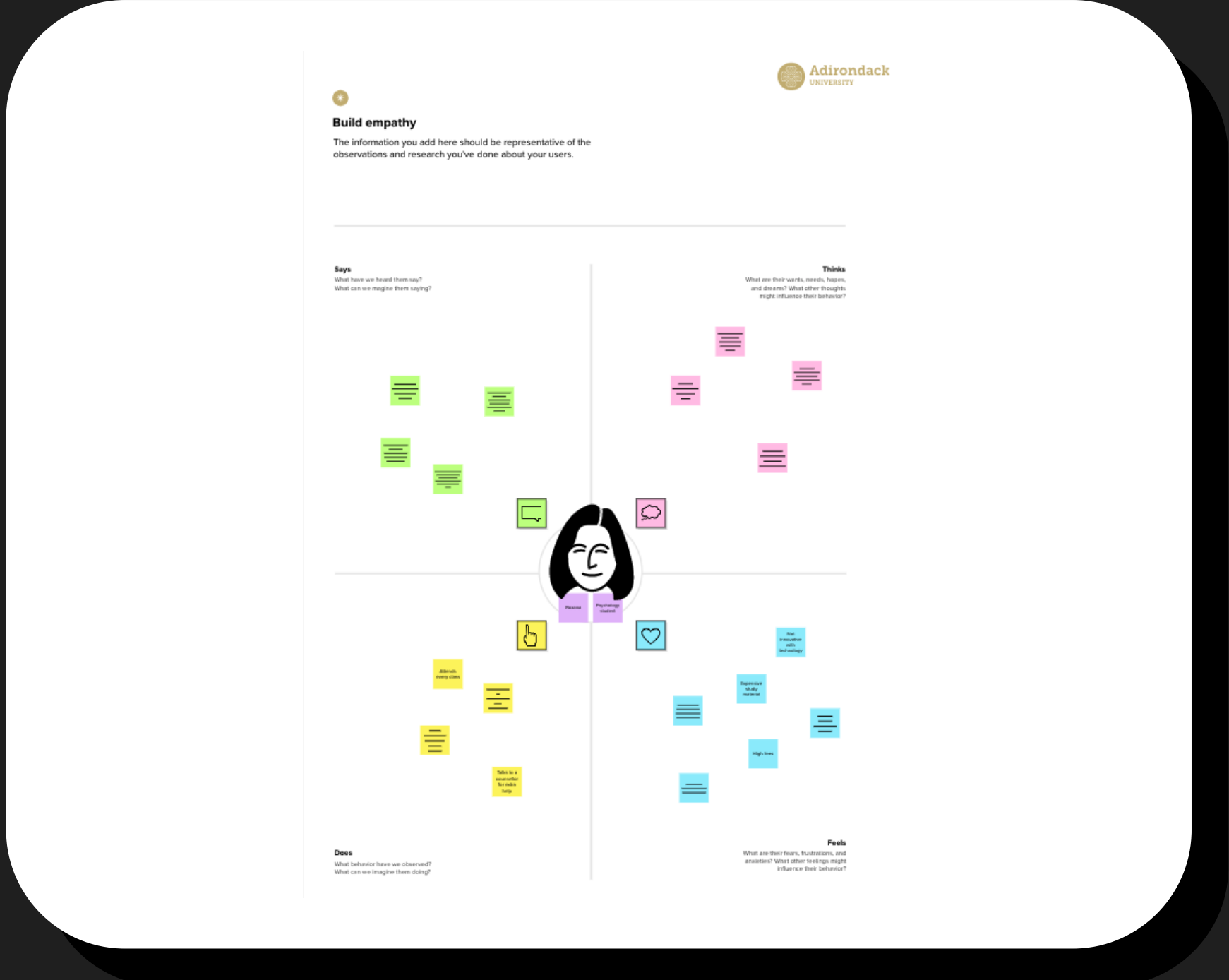




# Empathy map

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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**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
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## 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?

