

## 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** 

Does

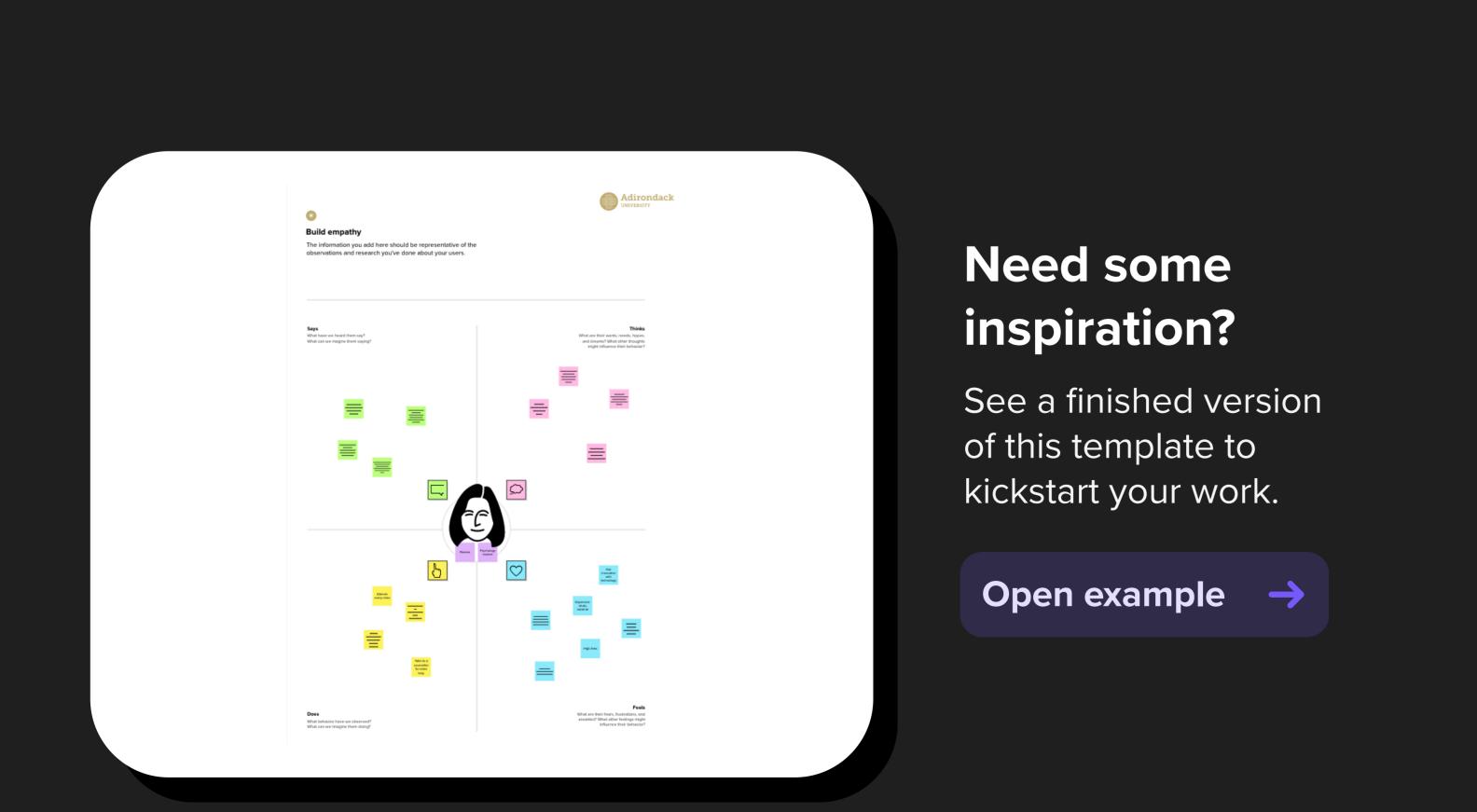
What behavior have we observed?

What can we imagine them doing?

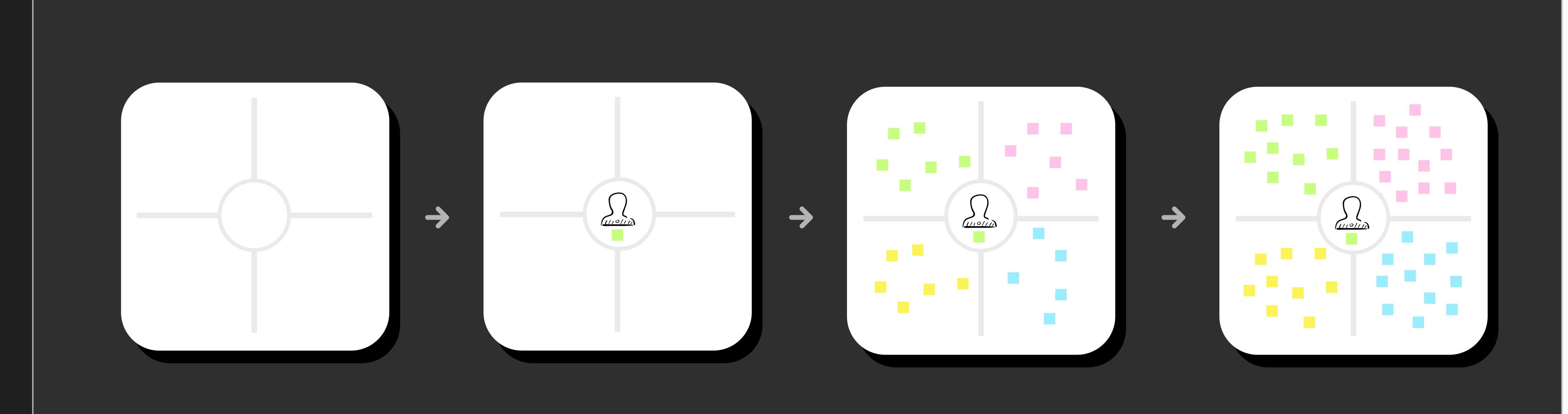
The information you add here should be representative of the

observations and research you've done about your users.

**Thinks** Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Give them a name and a portrait to empathize with your persona. are all common emotions that individuals involved in aviation may experience, particularly in high-pressure situations such as during a flight. These emotions can be caused by a variety of factors, such as concerns about safety, mechanical issues with the aircraft, or challenging weather conditions.



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**Feels** 

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?