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.

Says

What have we heard them say?
What can we magine them saying?

Involes discovery of the factors that influence present and part population increase and decrease

Premature and excessive investments in works

Fundamental to planning

System failure and hence increasing customer complaints

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Predict
forecast the
future
population of
an area

Make some decision for future

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

Thinks

Essential to service previder so as to know the spare capacity of the system

Assumptions and estimates used in determining sewage flow have a perment effect on planning decisions and outcomes

To assume a population increas without asking why this increas should tke place

To assume that population trend lines will static although the sociey changes in various ways

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?