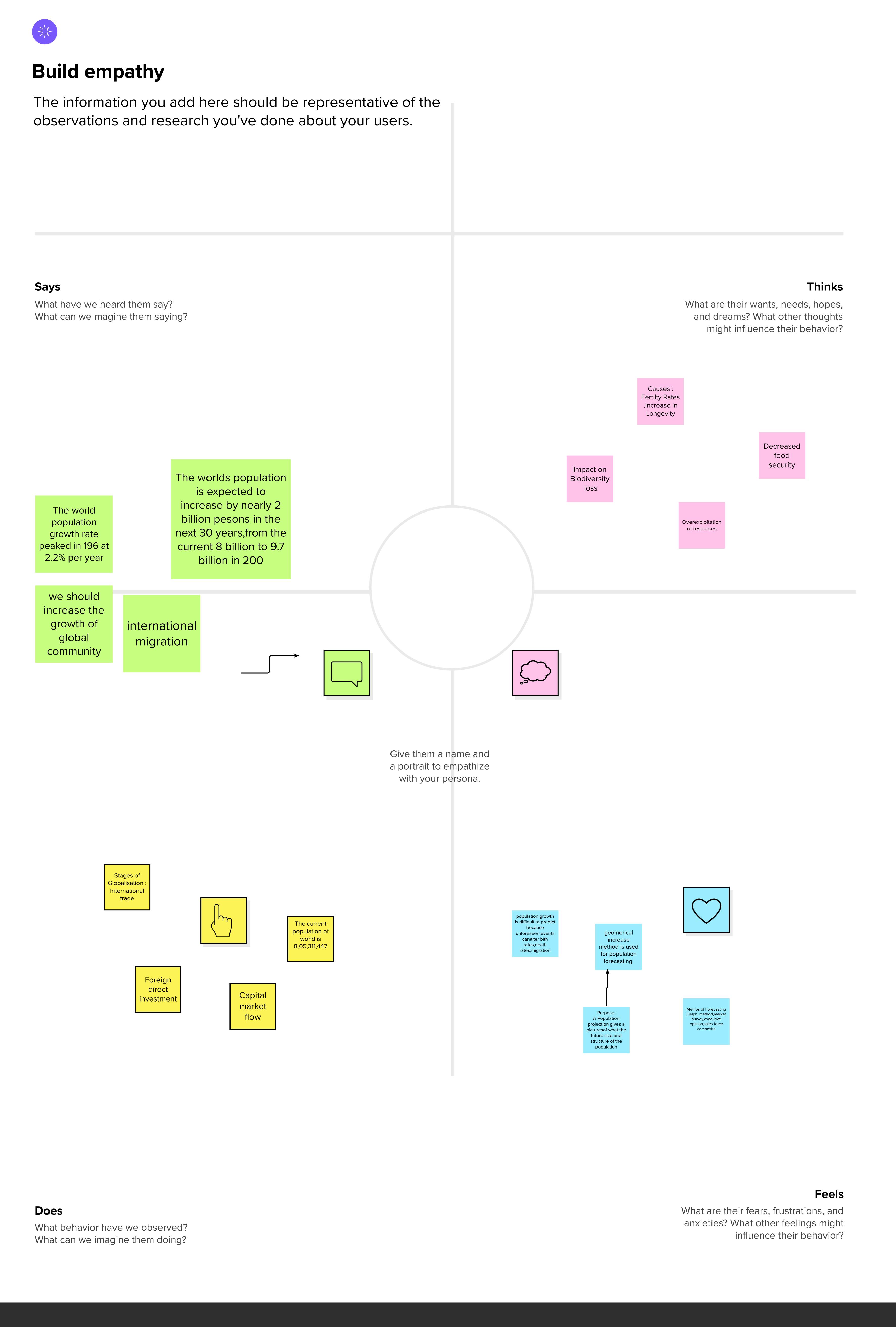


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Says What have we heard them say? What can we magine them saying? The worlds population is expected to increase by nearly 2 The world billion pesons in the next 30 years, from the billion in 200 Give them a name and with your persona.

**Thinks** 

What are their wants, needs, hopes,

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

and dreams? What other thoughts

might influence their behavior?

**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.

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