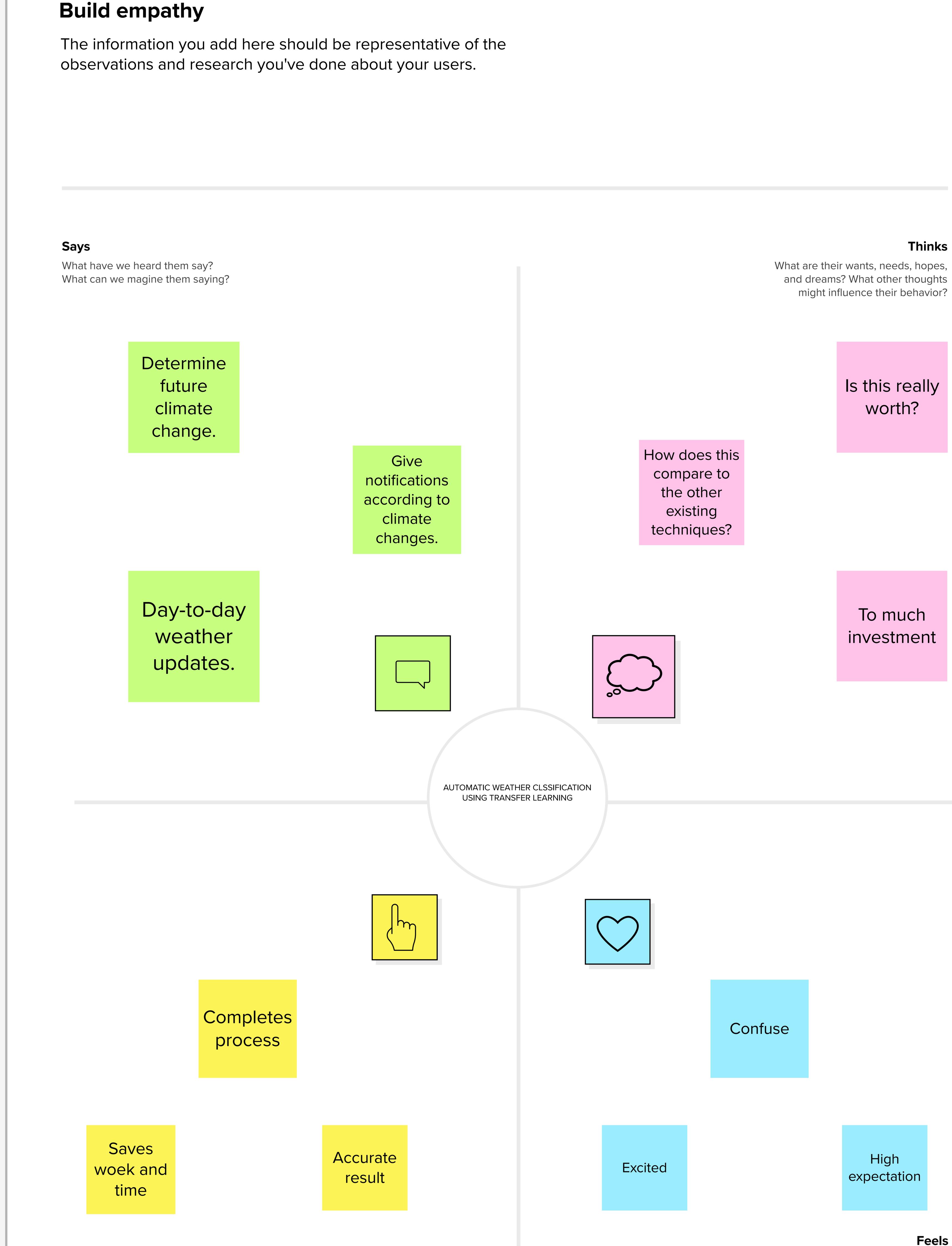


Empathy map

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.



Thinks

Is this really

worth?

To much

investment

High

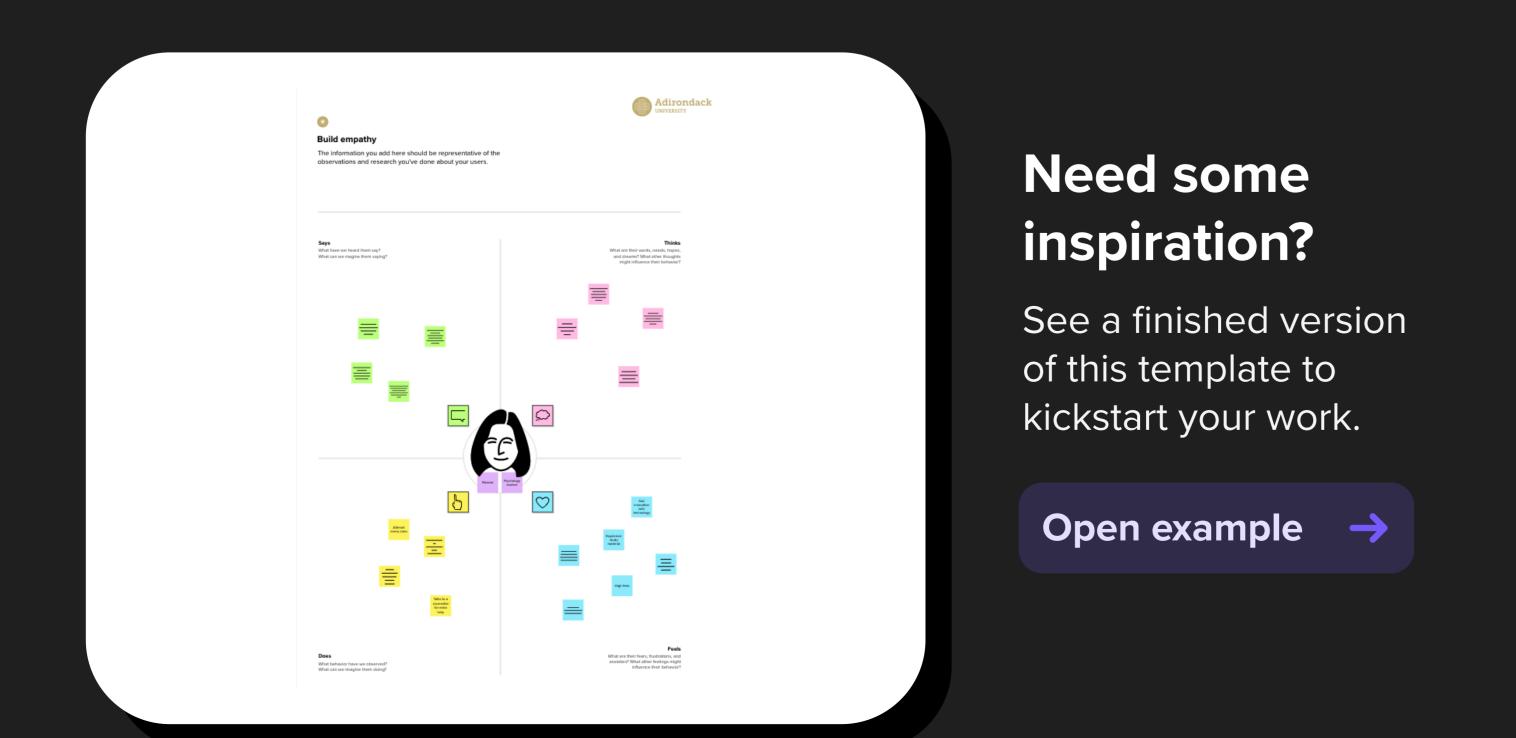
influence their behavior?

What are their fears, frustrations, and

anxieties? What other feelings might

Feels





Does

What behavior have we observed?

What can we imagine them doing?

