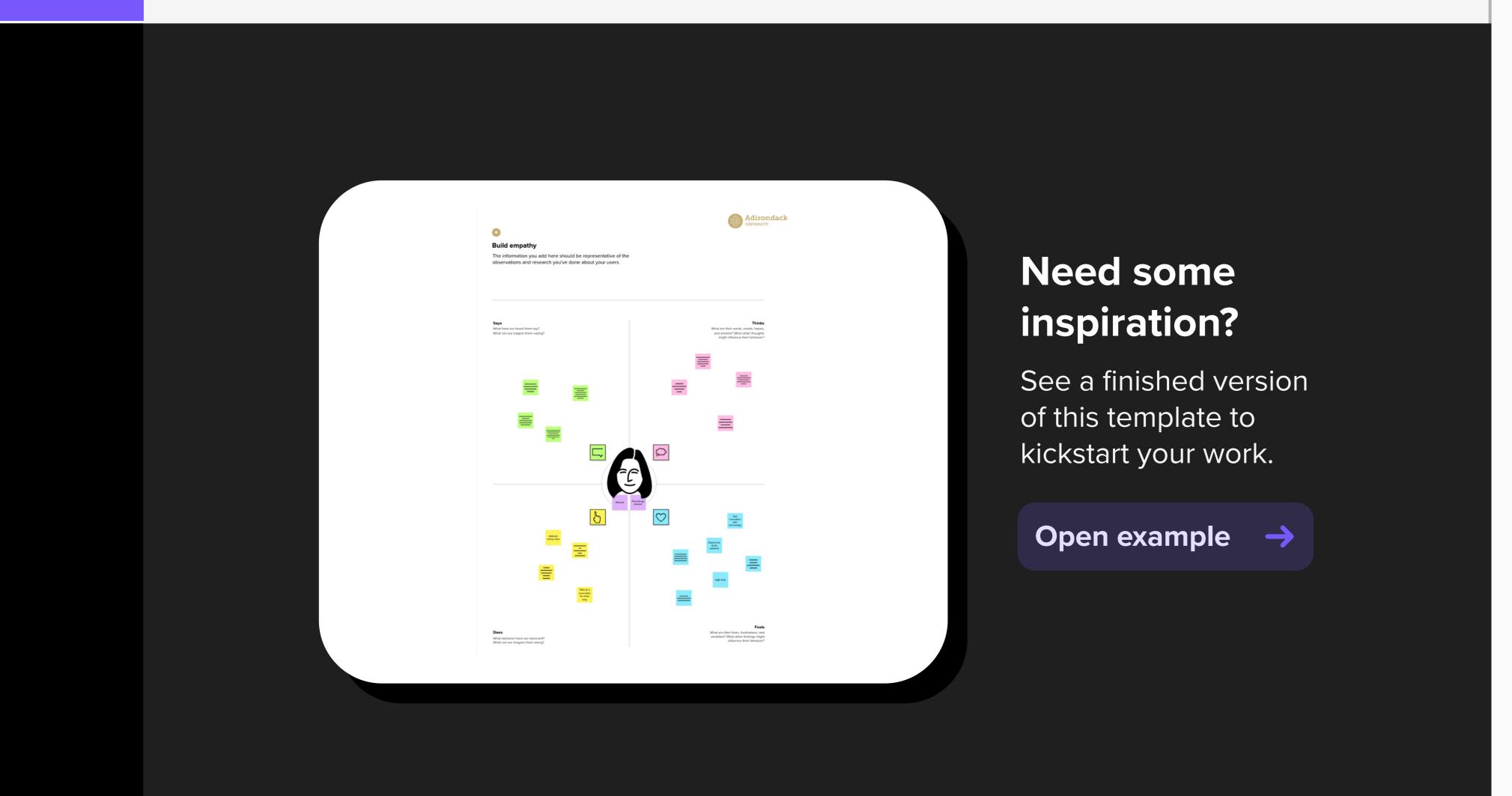


Empathy map

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.

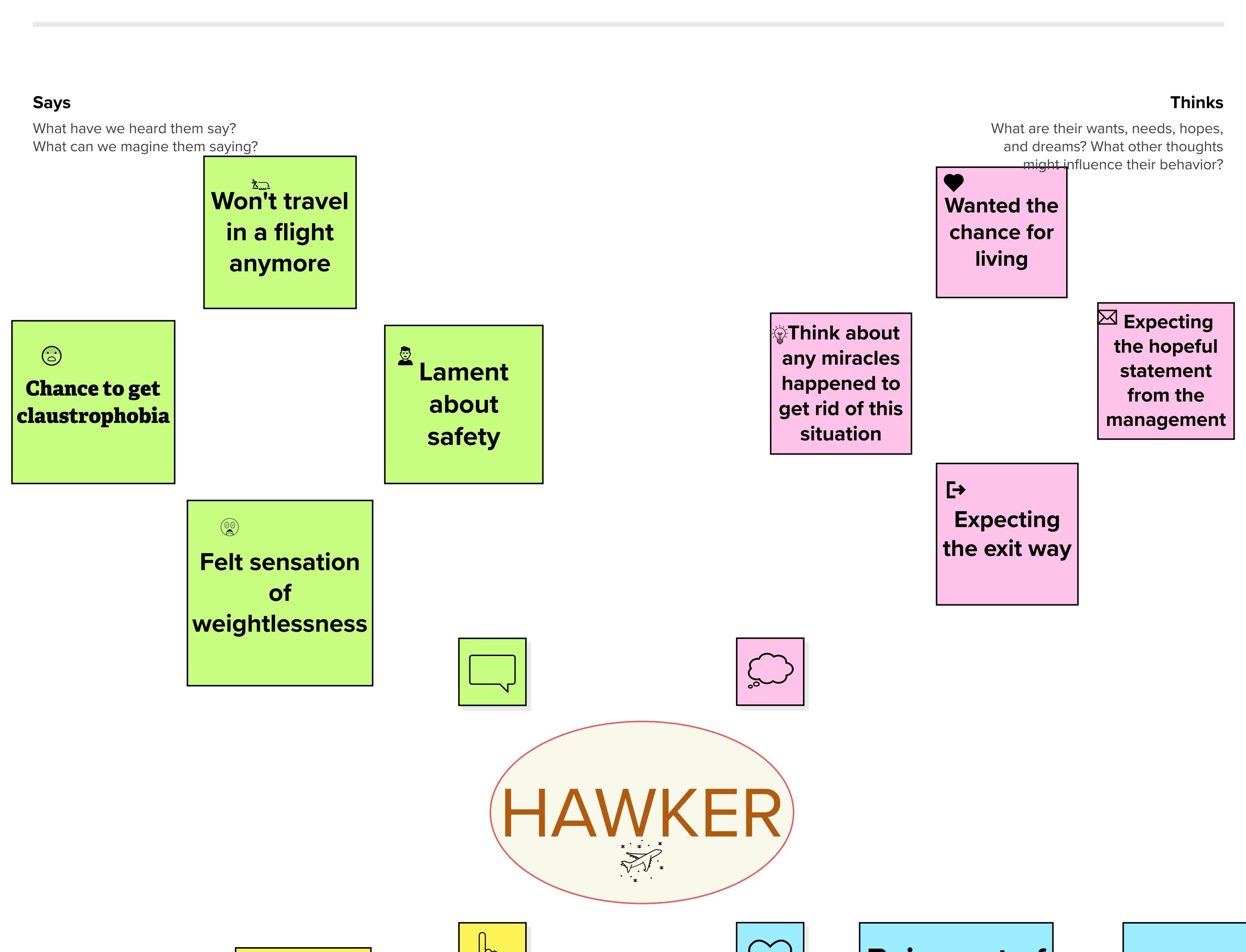
Share template feedback





Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Longing

Screaming

with

nervous

for their

loved ones

Felt scary

Sat blindly

with

swither

Being out of control may cause panic attack

Drained or even short of breathe

Worrying about their families

Get aviophobia

Feels

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

