

## **Empathy map**

An empathy map is a visual tool used to understand user's needs, thoughts, feelings, and behaviors, helping teams create user – centered designs and solutions.

An empathy map is a collaborative visualization tool that helps teams gain a deeper understanding of their users. It allows designers, marketers and product developers to step into the user's shoes and explore their experiences, motivations, and challenges. By capturing insights about what users say, think, feel, and do, empathy maps facilitate a more empathetic approach to design and problem – solving. |

