

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, ne and pain points, to quickly understand your users' experience and mindset.

Build empathy

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

Says

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

> I like the customization options on WordPress

Using blog, it improves the user experience **WordPress site**

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Look for themes that are visually appealing

User friendly customizable

To democratic publishing the brand

Used to describe the brand that maintain an ongoing chronicle of information



It is the popular tool for individual without any coding experience

The software doesn't cost anything

Create a blog using WordPress

Great way to share the information about the brand

Effective and valuable method for sharing knowledge perspective

During customizable of block that align with the purpose and aesthetic of the brand

It has high quality content to optimize the posts for search engines

Way to achieve the goal

It provide analytics tools that allow blogger to track their website

Blogger to promote the content and reach the wider audience

> The interactive content that capture attention of the customer

Does

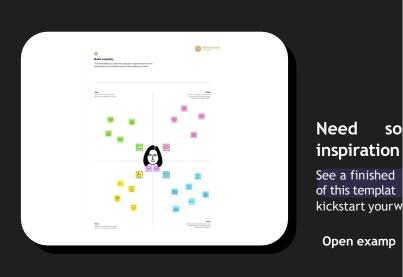
so

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

Feels

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

performance



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