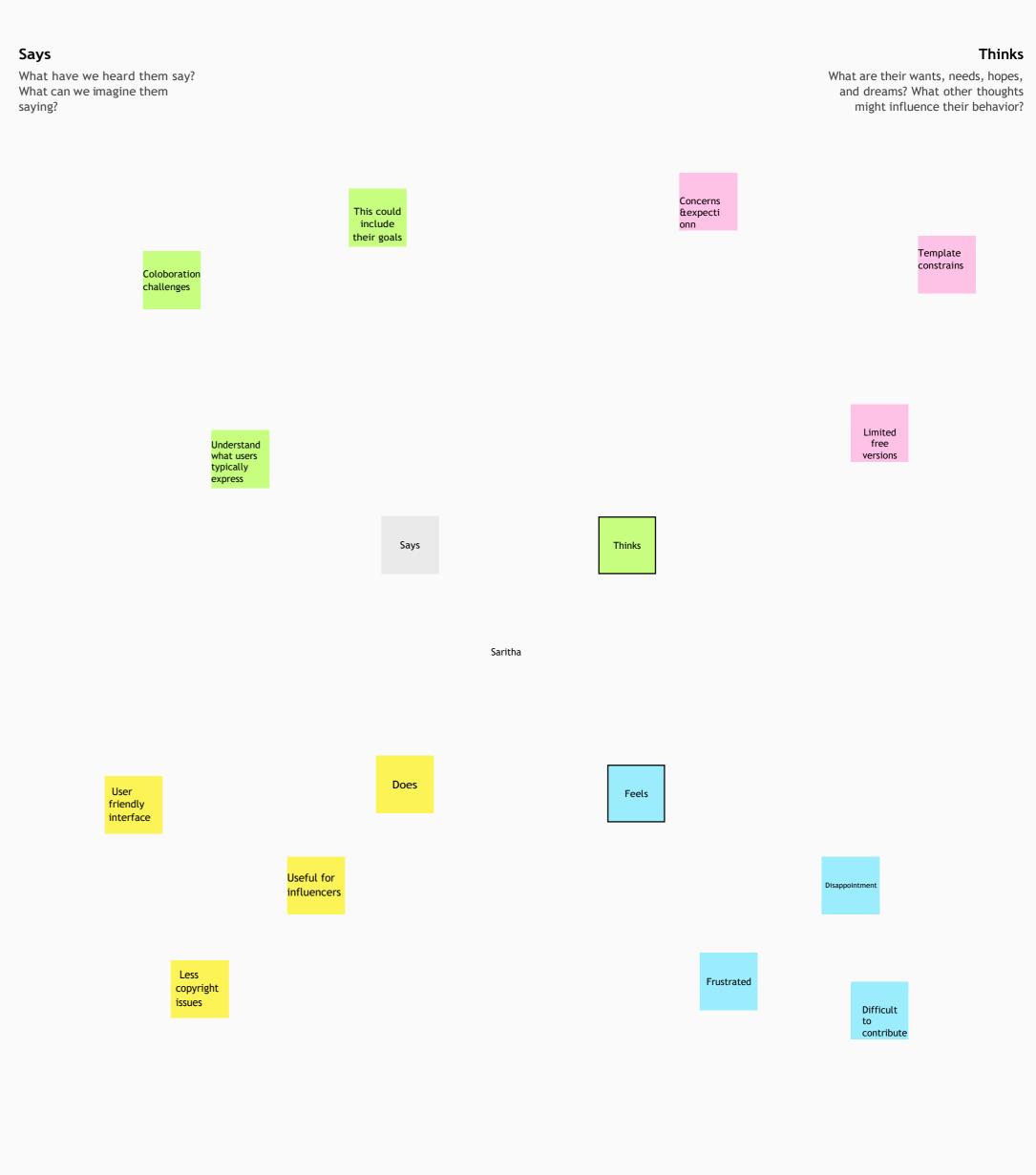
Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp
Maximum Marks	4 Marks

## **Build empathy**

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

## **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.



Feels

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

Share template feedback

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