

Empathy map

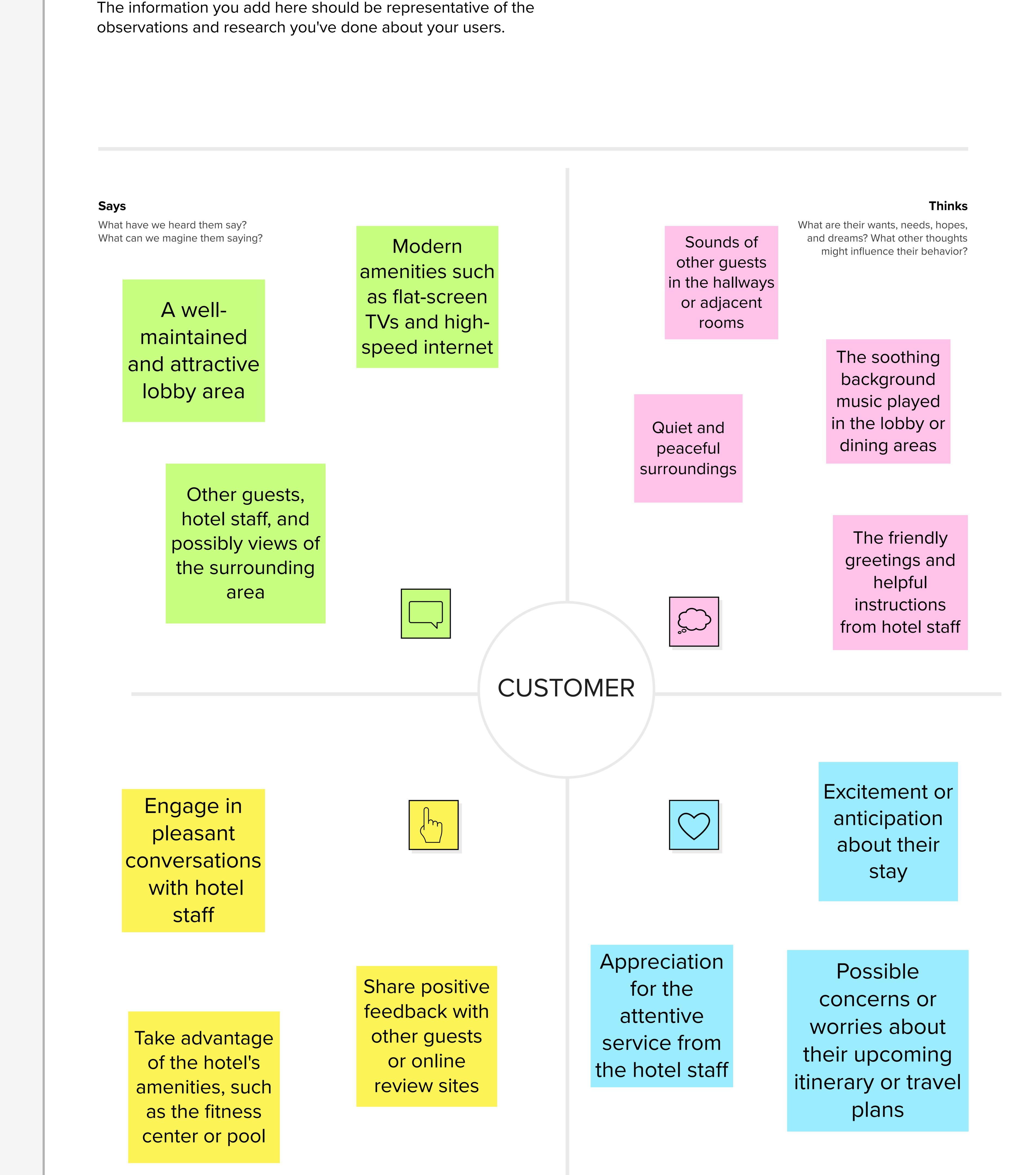
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Build empathy

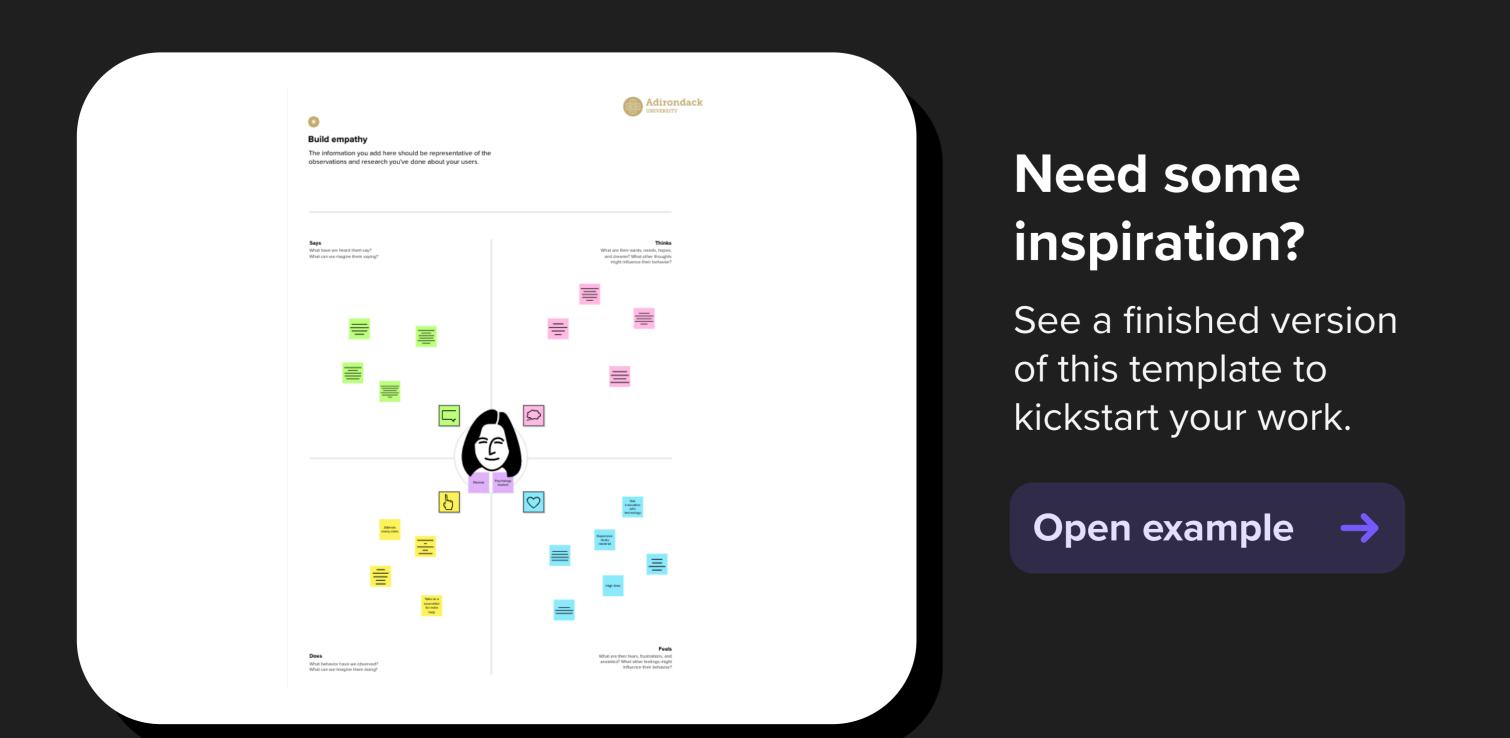
Does

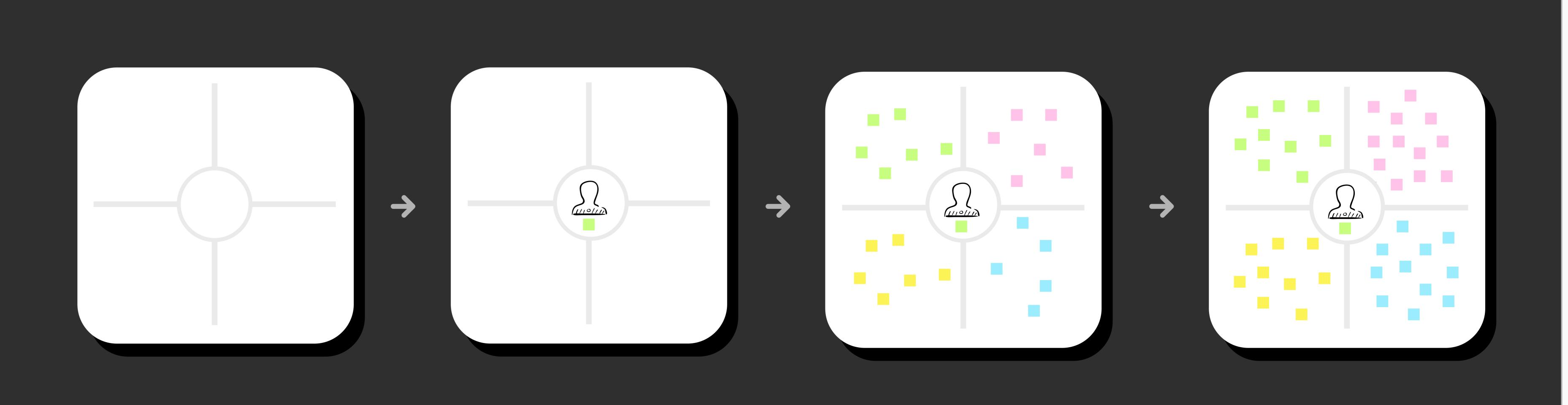
What behavior have we observed?

What can we imagine them doing?









Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?