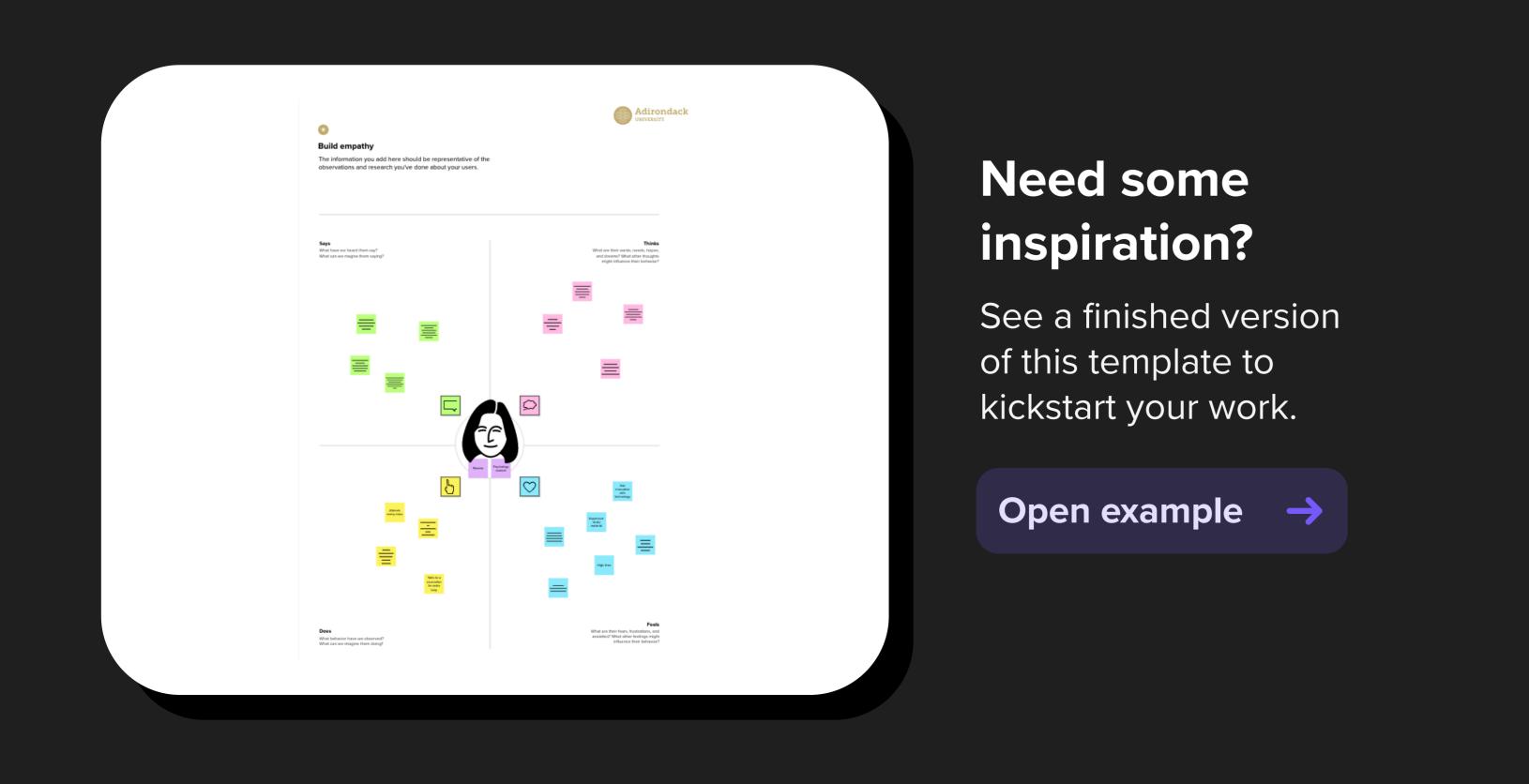
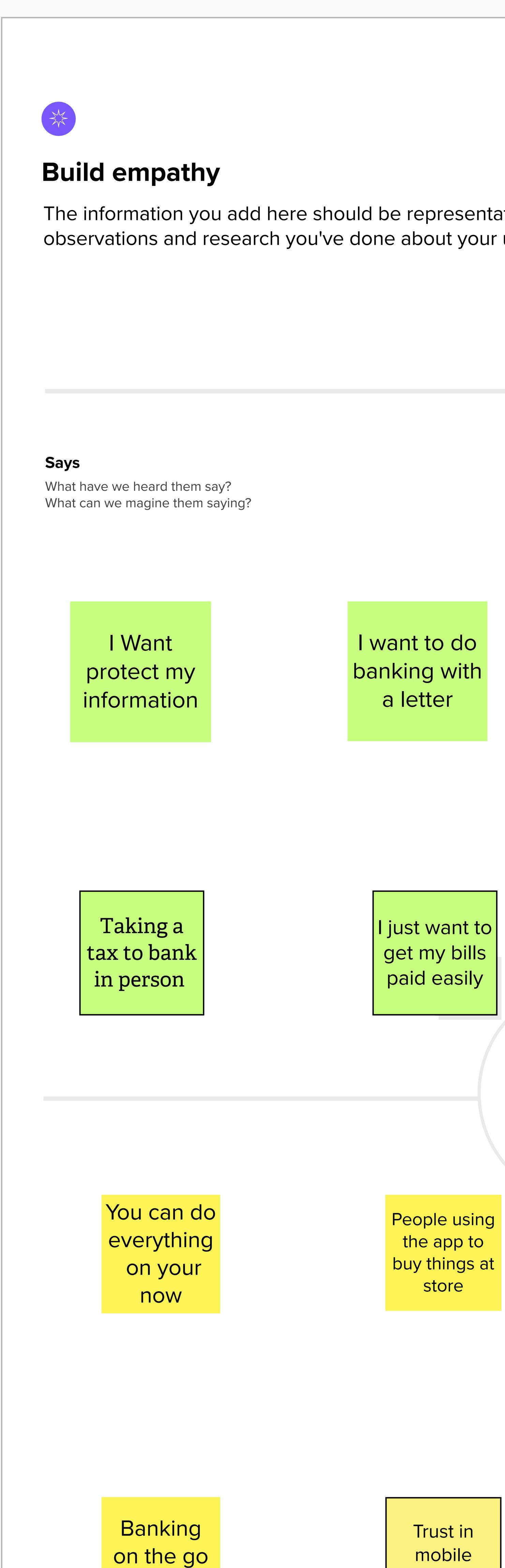


## Empathy map

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





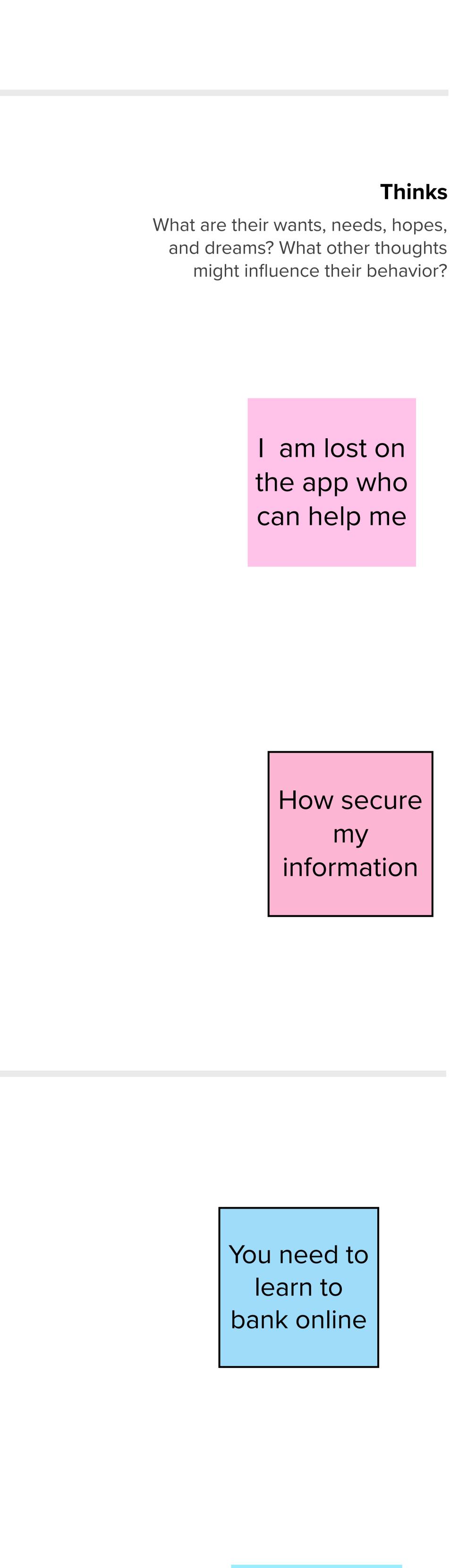
easily

What behavior have we observed?

What can we imagine them doing?

**Does** 

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





Online is

dangerous

How do I

contect a

real person

Is using just

an app safe

**A Comprehensive** 

**Analysis of Financial** 

**Performance: Insights** 

from a Leading Banks

banking

Banking on the go easily

## **Feels**

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

