

## Empathy map

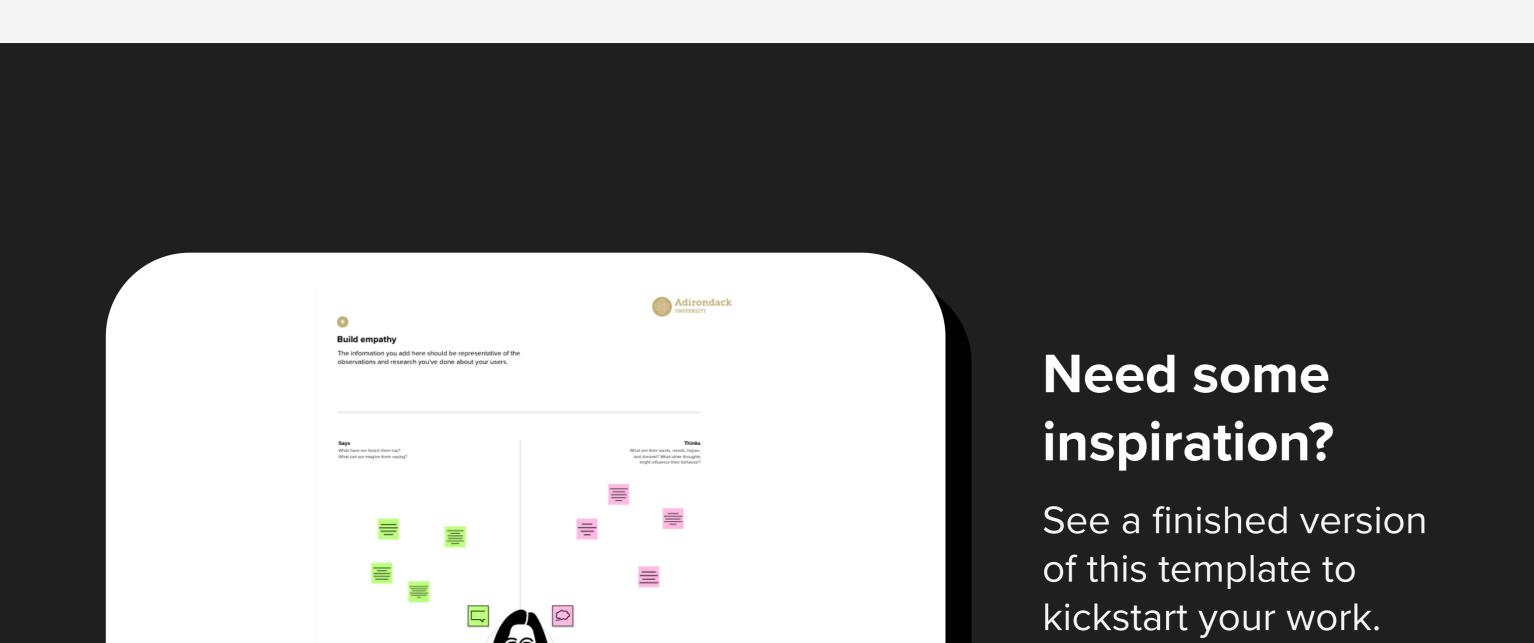
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

**Build empathy** 

The information you add here should be representative of the

observations and research you've done about your users.

**Thinks** Says What are their wants, needs, hopes, What have we heard them say? and dreams? What other thoughts What can we magine them saying? might influence their behavior? What is a travel request approval workflow? What are the elements required for travel requests? Importance of Business Travel Request Form Increase compliance and reduce Approvals on time Why should businesses have a travel request approval workflow? Employee travel application for corporates approval process policy checks and flagging of violations **Feels** Does What are their fears, frustrations, and What behavior have we observed? anxieties? What other feelings might What can we imagine them doing? influence their behavior?



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