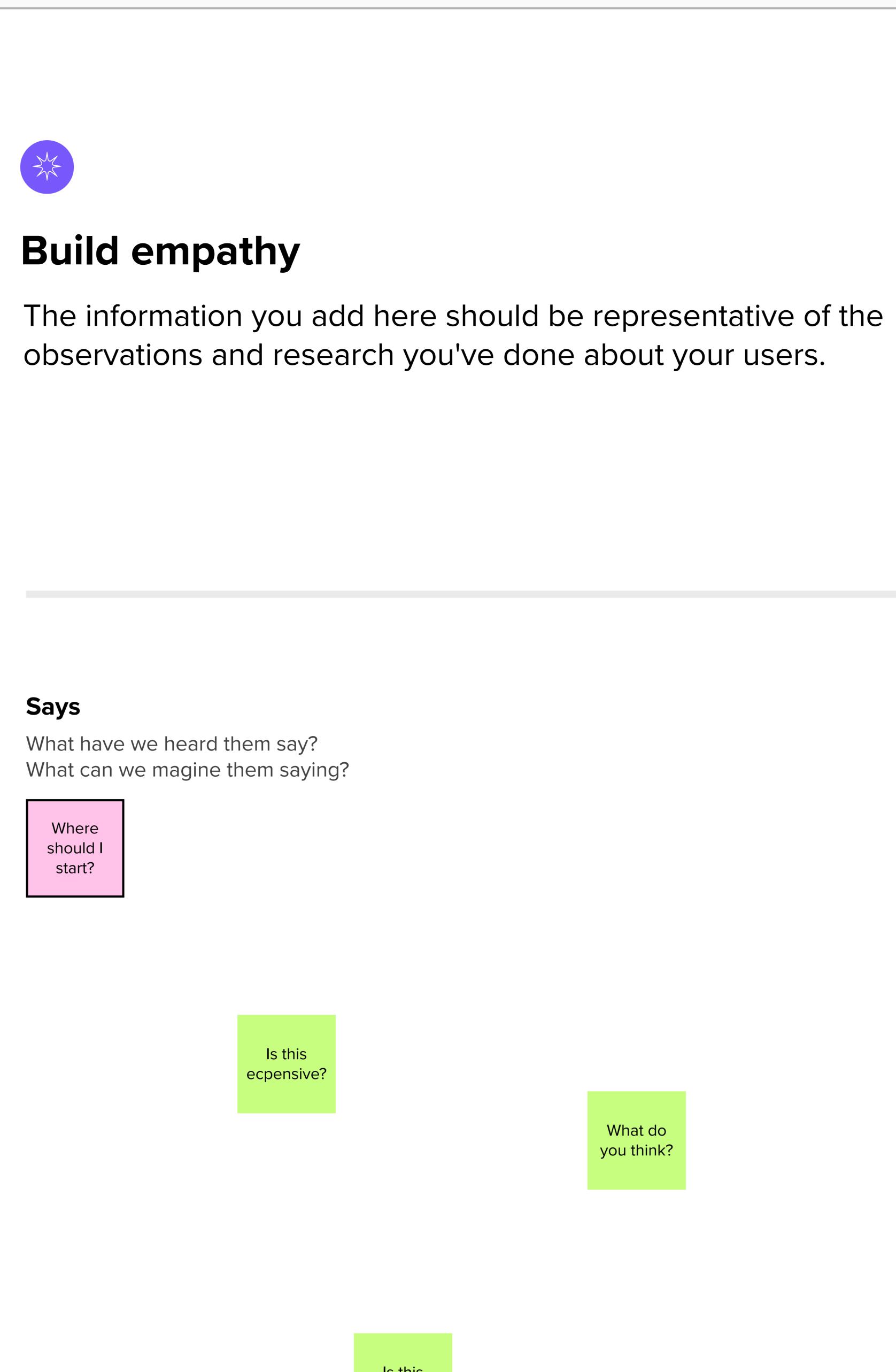


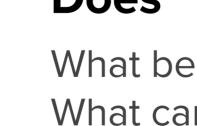
Empathy map

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.



Thinks What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? Where to How to stocks? buy stocks app for other retailers. **Does** What behavior have we observed?

Share template feedback



What can we imagine them doing?

Feels

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

