

## 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.



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## 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?



