

## 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.

## Says

What have we heard them say?
What can we magine them saying?

We offer a range of nail services to pamper our clients.

We strive to create a relaxing and enjoyable experience

Client satisfaction is our top priority

We need to understand each client's preferences and desires for their nail treatment.

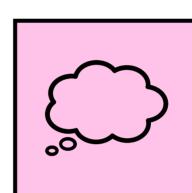
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What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

The joy of helping clients feel beautiful and relaxed

**Thinks** 

Balancing creativity and professionalism in nail art and designs



SCMV Salon and Spa Website using Canva

Consult with clients to understand their preferences and choose the right nail treatment

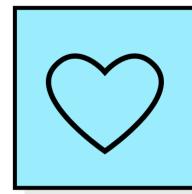
Skillfully perform manicures, pedicures, and nail shaping with attention to detail.

Does

What behavior have we observed? What can we imagine them doing?



Create custom nail art and designs based on client requests.



Positive feedback from satisfied clients after their treatments.

Client requests for specific nail designs or colors

Word-ofmouth referrals from satisfied clients.

Hears

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



