

## 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?

A startup analysis is essential to the success of any startup bussness.

Startup should

perform a SWOT

analysis early on to

determine what to

focus on and how to

take actionable

steps.

**Does** 

What behavior have we observed?

What can we imagine them doing?

It allows entrepreneurs to identify the key areas that need to improvement and make necessary

Data is taken from one or more sources or systems.

identify areas of

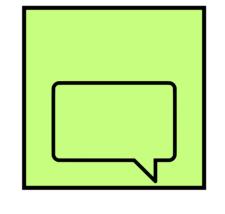
improvement

and make sound

decisions about

their

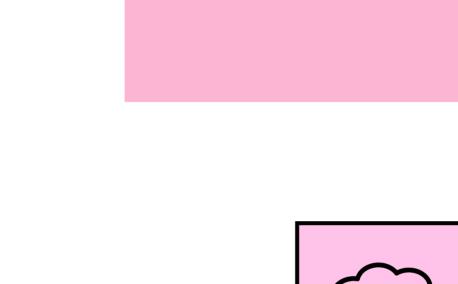
changes early on



finantial

health and

performance



start a

podcast

consider developing a blog



create an

online

grocery

delivery

service

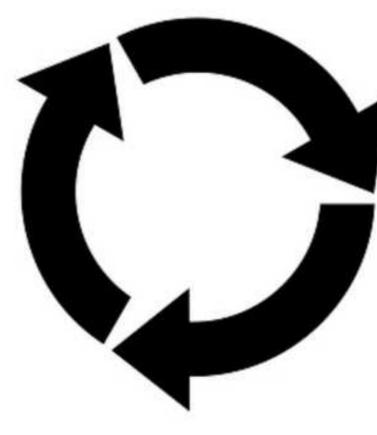
develope a dropshiping business

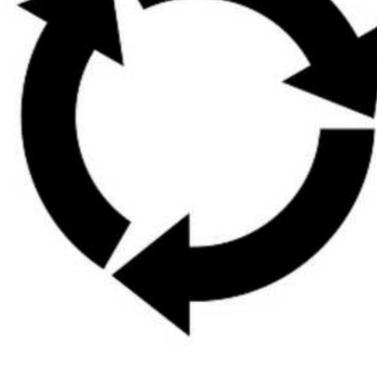
**Thinks** 

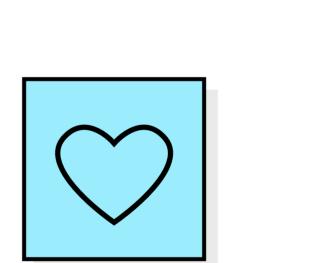
What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?







more opportunities to learn

minimal supervision



increased job satisfaction

lots of workplace benefits

unique experience

**Feels** 

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



