

Instructions: Use this empathy map to understand your users and put yourself in their shoes. Capture their behaviors and attitudes in a simple, easy-to-digest visual way.

Start Here

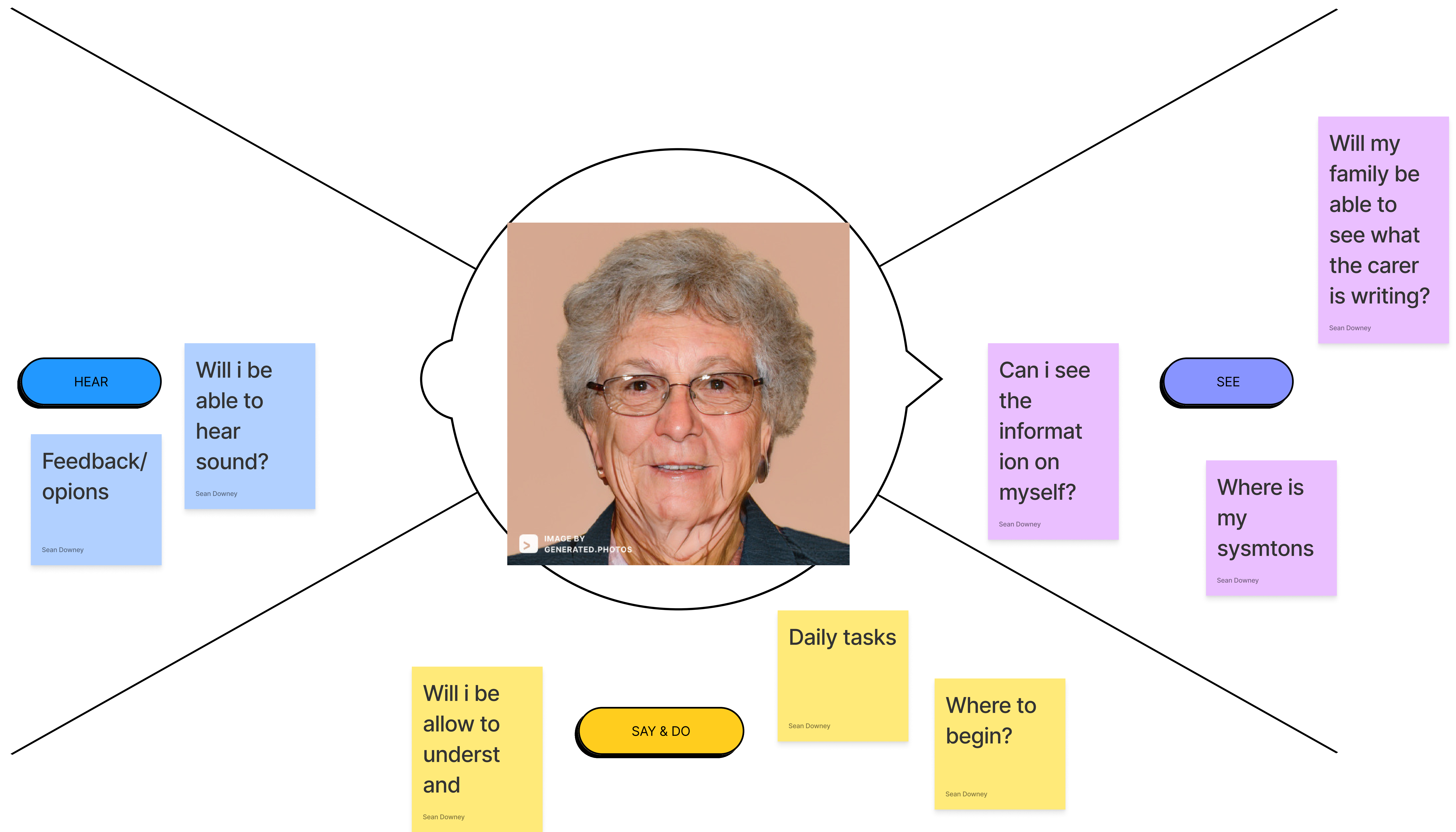
1: Establish Focus and Goals

Who is the person for the map?

May

2: Capture the Outside World

- 1. What does she SEE?
- 2. What does she DO and SAY?
- 3. What does she HEAR?



3: Explore Inside the Mind

What does she THINK and FEEL?

