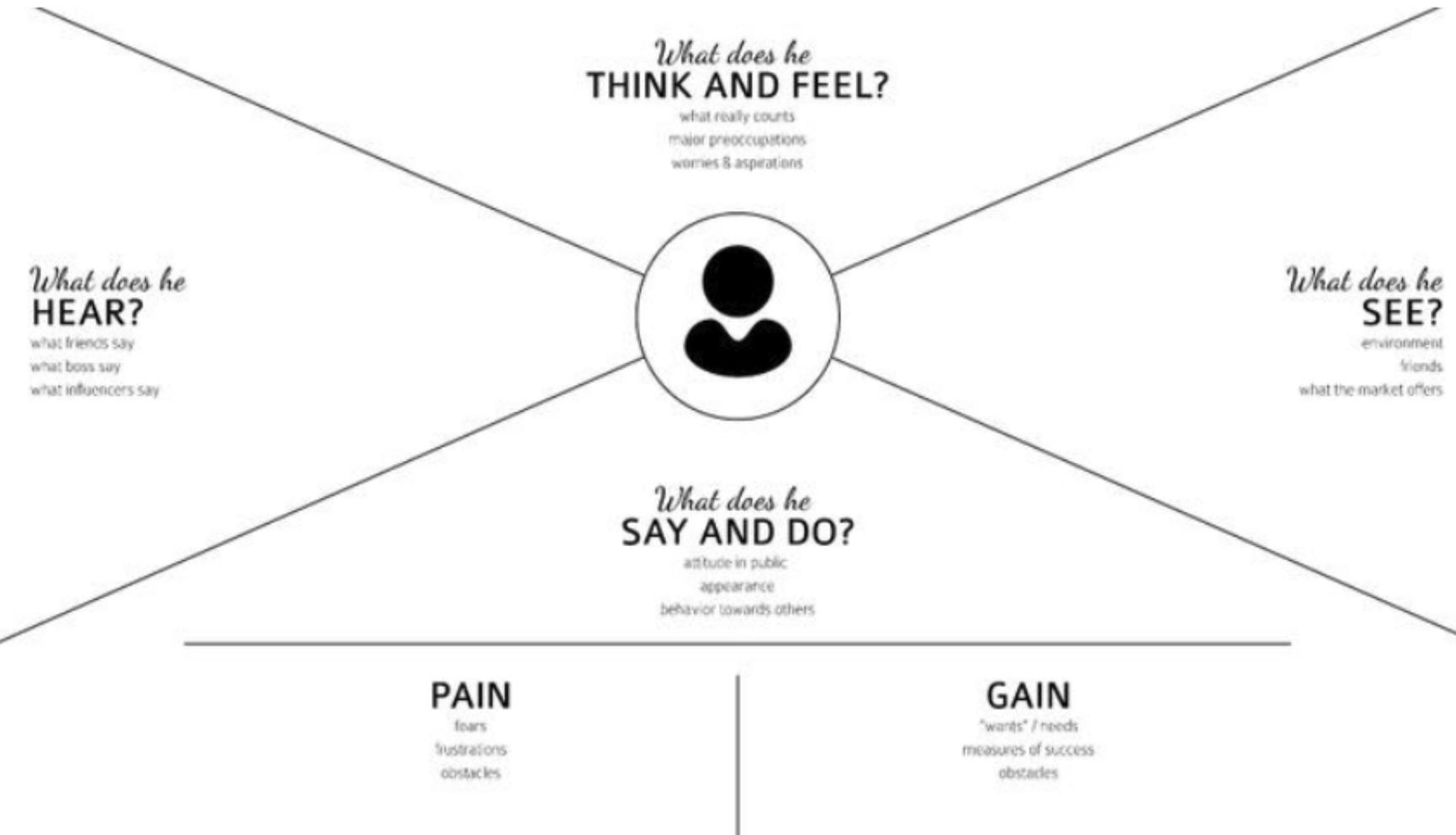


An empathy map reflects what your typical client or user, thinks, feels, hears, says and does. It describes their perceptions and emotions in relation to your product or service.

Using the personas defined, you can create the empathy map for each and find out how they would feel about your product and service, and finetune it even better to their needs.



Further reading:

<https://www.nngroup.com/articles/empathy-mapping/>

<https://youtu.be/QwF9a56WFWA>

<https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it>