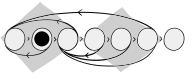


Project:  
Team:  
Version & Date:

# EMPATHY MAP



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
978-1-119-62919-1



**Quick guide:** The Empathy Map is a tool for empathic target group analysis and helps users to perceive their own feelings better and to empathize with their own actions. The aim is to gain a deep insight into potential users by answering as many open Wh-questions as possible.

More tips & tricks for this template on book page: 93

