

## 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.



**Thinks** 

I'm looking

forward to a

delicious

meal

**Feels** 

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

**Build empathy** 

**Does** 

What behavior have we observed?

What can we imagine them doing?

The information you add here should be representative of the

observations and research you've done about your users.





