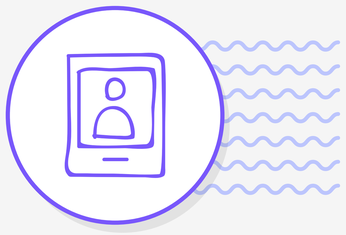
Template



# 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.

Share template feedback

## 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?

**Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

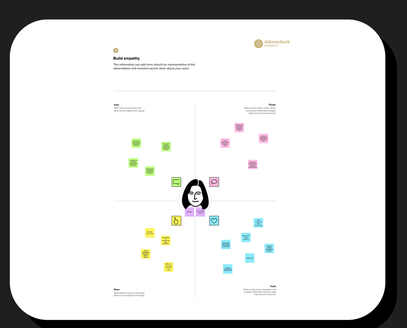
Give them a name and a portrait to empathize with your persona.

**Does**

What behavior have we observed?
What can we imagine them doing?

**Feels**

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



## Need some inspiration?

See a finished version of this template to kickstart your work.

Open example