

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.

© 2024 ServiceNow Inc.



Build empathy

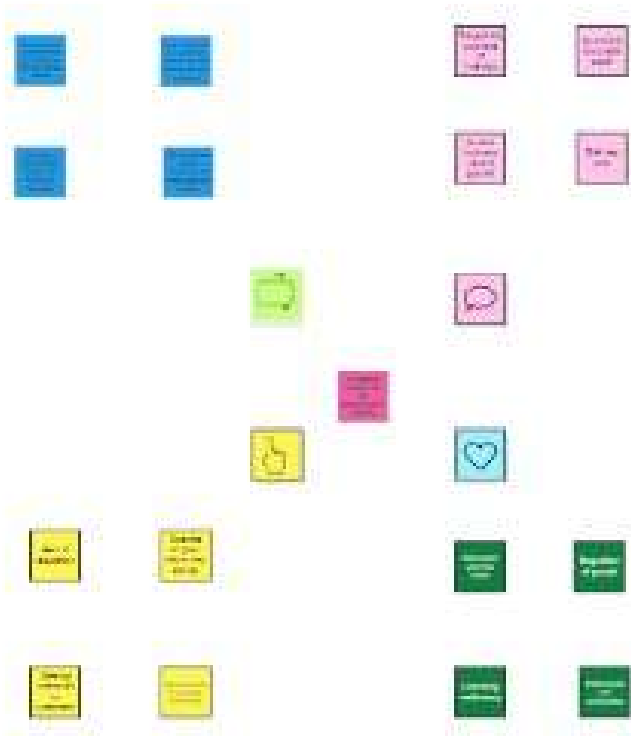
The information you add here should be representative of the observations and research you've done about your users.

Steps

What does your user think about? What can we imagine them saying?

Thoughts

What is your user's inner world? What are their hopes, fears, and desires? What are their thoughts and feelings about the product?



Says

What words and phrases do you hear? What can you imagine them saying?

Feels

How do you think they might feel? What are their emotions and feelings about the product?