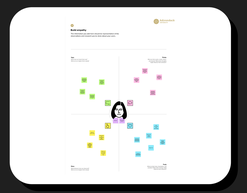
Template

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



Need some inspiration?

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

Open example

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?

This dramatic growth in population has been driven largely by increasing numbers of people surviving to reproductive age, the gradual increase in human lifespan, increasing urbanization, and accelerating migration. Major changes in fertility rate have accompanied this growth. These trends will have far-reaching implications for generations to come.

Thinks

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

Population records by types of countries, population trends over the years, population trends over the years by sex, cities with highest average population, countries with highest average population, population by city type, population of cities by year.

World population

Introducing social, medical, biological and economical measures for population control by the government .Creating awareness among the people about the need of population control

Need for Sustainable development, fear of lack of resources(natural and manmade), fear of environmental degradation, fear of economic recession, fear of depletion rate in the quality of life.

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?