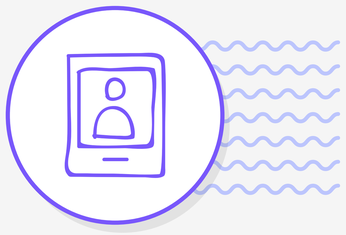
Template



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?

What do you think?

Is this expensive?

Will all members comes ?

Thinks

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

Anything missed ?

Will it arrive on time ?

cheap or Expensive ?

How much time left ?

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

Does

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

Make calls

Compare porducts

Compare prices

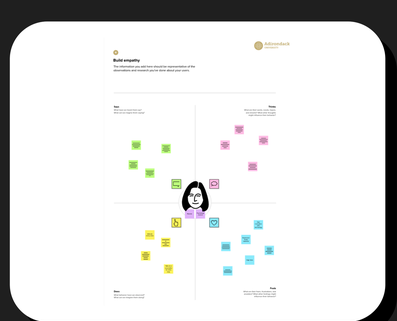
Feels

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

anxious

nervous

confused



Need some inspiration?

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

Open example →