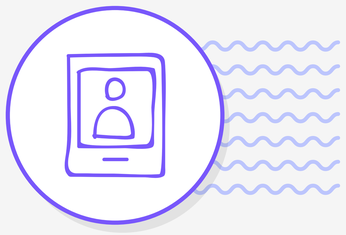
Template



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?

The goal of financial analysis is to analyze whether an entity

To warrant a monetary investment it is used to evaluate economic trends

Thinks

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

financial analysis can be conducted in both corporate finance setting

Ensuring performance improvement and the error-free nature of financial management

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

financial performance analysis is a multifaceted

Approch to evaluating a company's financial performance

It is process of examining a business enterprise's financial records

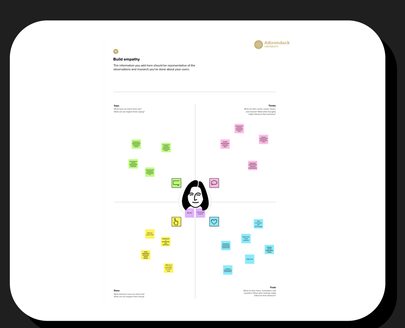
Identity projects or companies for investment

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