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?

Video games could help to uncover the hidden talents

Video games helps to improve their skills

Analysing more video games is useful

Video game analysis would improve gaming standard and the whole gaming industry

Thinks

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

To introduce new video games which develop their skills

To analysis more video games

Analysing a particular genre

Comparing different games of similar genre that will suit costumer taste

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

Analysing and collecting of video game data of sales purpose

Improves the sales of a particular game by identifying the correct market

Collecting data about number of unit sold retail price and analysing the platform

A upward sales behaviour can be observed on analysing tha sales

Increased aggression, which could indicate kids learning violence from gaming

Video games can have a negative effect on a child's development

The fear often comes about due to complications, issues and bad luck while playing games

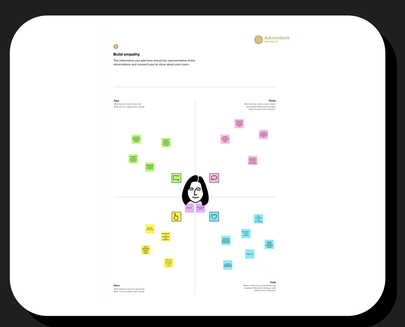
Creating on age set based analysis which would benefit customer of different age group thereby having positive impact on behaviour

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