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.

Says

What have we heard them say?
What can we imagine them saying?

Iam looking for a place with diverse menu that caters to different dietry needs.

I wish they had more options for vegan or gluten free dishes on the menu

I want a cozy ambience with attentive and friendly service.

Thinks

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

Is he excited,hungry or in a rush?

What might be going on in the mind of customers?

What are their emotional states when they visit our restaurant?

MR.FRIES
Mapping of a business man who needs to create a brand promo video

Does

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

Checks online reviews and ratings before choosing a restaurant.

Takes photo of dishes and the restaurant ambiance to share on social media platform.

Ask Family or friends for recommendations before making a reservation

Feels

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

Content and Relaxed when enjoying good food in a welcoming environment.

Anxious about the quality of food and service, hoping for a satisfying dinning experence.

Excited about trying new dishes and exploring different cuisines.

See an example