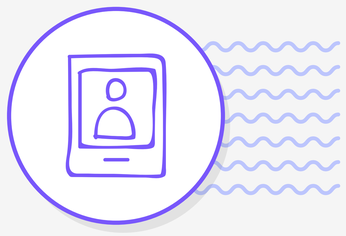
Template



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

I'm so stressed out but i can't take a break

Do not trust the sales personnel to provide the genuine organic products

I have too many responsibilities

Inorganic products have chemicals. I have been food poisoned sometimes because of it

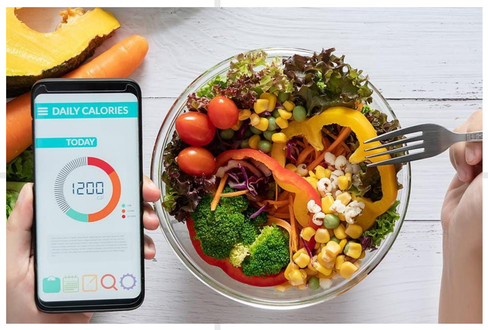
THINK

Chemical based farming is not good but what choice do we have?

Increased pesticides and chemicals also harm the farmland

Perishable produce is spoiled quickly if not bought

I needed to plan my diet properly



GAIN

Lossing weight and improving physical fitness

No worries about food

Health benefits as organic products are very Nutritional

Better Tasting food

PAIN

Not many platform to sell directly to consumers

Poisoning due to pesicides

Farmers need money to start organic farming

Organic product do not look similar hence people avoid buying those