

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.

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

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Says

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

It is not good
for our health

The dustbin
not disposed
properly

It is so
disgusting

It makes me
embarrassing

There is no
respond to
our
complaint

there is no
proper
Maintenance

It must
harm
our health

It needs to
be clean

Go to
downstairs
to drop the
waste

Looking for
corporation
Dustbin

Fear about
Health

Frustration
about Clean

The
dustbin
may be
filled

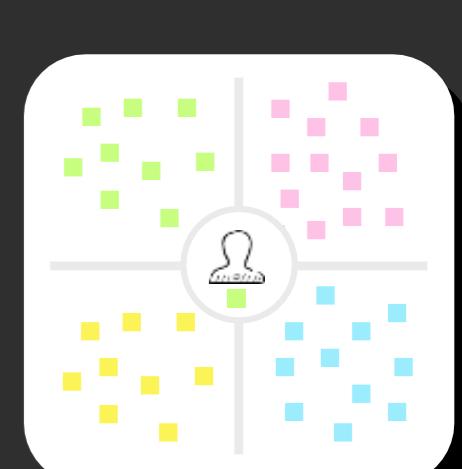
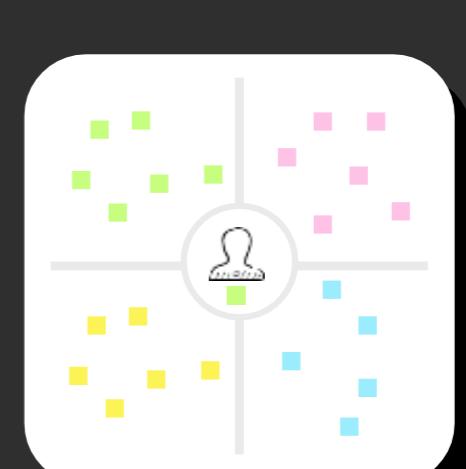
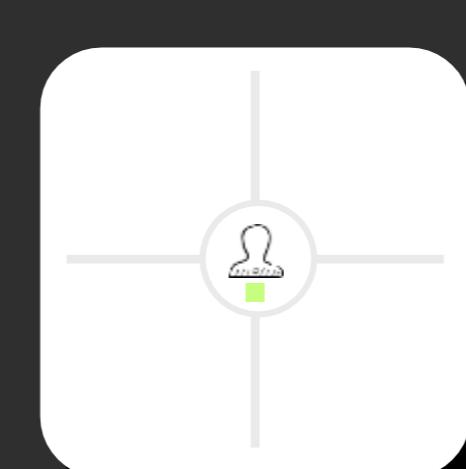
The
dustbin
may not be
filled

Feels
uneasy

Feels
unhappy

Does

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



Thinks

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

SMART WASTE
MANAGEMENT
SYSTEM FOR
METROPOLITAN
SYSTEM

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Feels

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