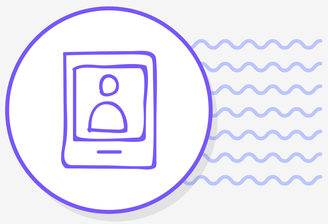
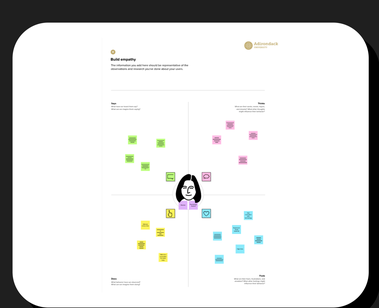
Template



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



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

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?

PRABU P
NM_ID:OCDF8E35219C279A6F24

SARATH C
NM_ID:EC12AFAE7F28F32B63049A40EE4051C6

EZHUMALAI M
NM_ID:7D284E3E48C3FE9EBD48A668E27CB973

Thinks

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

Lack of communication

Changing the rules of booking a VISA slots

Late payment receiving

RANJITH R
NM_ID:1702A8440492017B3964

Mismatch of client's data with documents

BOOKING A VISA SLOT
TEAM ID:NM2023TMID22000

Providing instuctions to them before entering data's

Client filling their data with mistakes

Making payments as easy and providing enhanced security tools

Weak signals or interfere of third parties

Notifications before changing the rules wants to be given

It leads to sudden collapse in a system

Providing invoice message or scheduled communicating system

Client missing calls or mails

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?