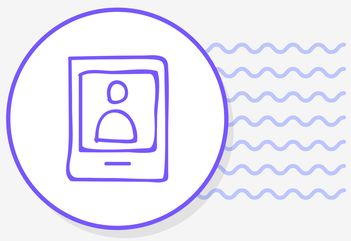
Template



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.

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?

I love spending time outdoors connecting with nature.

I enjoy learning about different plant species and their care requirements

Plants bring so much life and beauty to any space

Thinks

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

I want to create a harmonious and beautiful garden

How can I ensure my plants get the right amount of sunlight and water?

Which plants are suitable for my local climate and soil conditions?

I hope my plants stay healthy and don't get affected by disease

Green thumbs a comprehensive guide to caring for your house plants

Researches and reads about different plants gardening tecniques and pest control methods

Spends time tending to plants watering them and ensuring their proper growth

Engages with other green thumbs through gardening forums social media groups or local gardening clubs

Excited and joyful when witnessing plants grow and flourish

Frustrated or disappointed when plants die or face challenges

Peaceful and relaxed while tending to plants

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?

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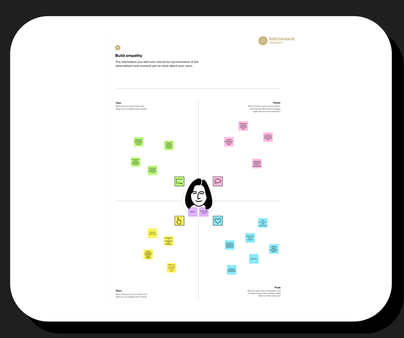

Need some inspiration?

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

Open example →