

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?

<u>Video</u> games sales <u>analysis</u>

Colllecting <u>and</u> <u>analyzing</u> data about the sales of the <u>video game</u>

**Exciting about** discovering <u>new,</u> <u>innovative</u> <u>games</u>

**Thinks** 

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

> **Expectation** <u>increases</u> <u>about</u> <u>upcoming</u> games

<u>Information</u> about the <u>number of</u> units sold, the <u>retail price</u>

<u>Predicting</u> <u>future sales</u> and developing <u>marketing</u>

<u>Over</u> <u>hyped</u> <u>releases</u>

<u>Curiosity</u> about niche or underserved areas of the <u>market</u>

Conduct <u>through</u> research and analysis of <u>sales.</u>

Seek out hidden gems and <u>underrated</u> games for <u>review</u>

Positive and <u>Negative</u> <u>feedback</u> <u>from gamers</u> and critics

Hot games and upcoming releases

Connect with <u>industry</u> <u>professionals</u> <u>and</u> promotion.

Market trends <u>and</u> influencers for <u>insights</u>

Opinions and epertise from colleagues,friends and gamers

<u>Frustration</u> <u>with</u> oversaturated <u>markets</u>

**Feels** 

**Does** 

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