



# 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.

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## 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 imagine them saying?

nausea, vomiting, loss of appetite, high BP, shortness of breath

sleep problems, urinating more or less, chest pain

muscle cramps, swelling of feet and ankles, dry itchy skin



abnormal and hypertension



tiredness and swelling feet

malaria and yellow fever, diabetes

Give them a name and a portrait to empathize with your persona.

### Thinks

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

best treatments

coordination and physical comfort

curing the disease in short period of time

living happy life without disease



physical changes

surgery and pain

afraid of telling their problem to others

### 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?



### Need some inspiration?

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

[Open example](#) →

