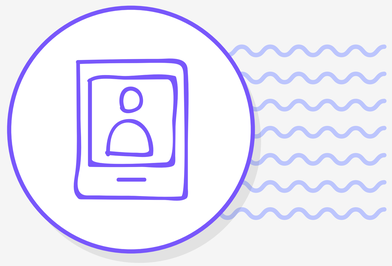
Template



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

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?

Budget tracking

Expense tracking

Investment tracking

Bill tracking

Security

Sync with bank accounts

Thinks

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

Goal setting

Personalized alerts

Budget adjustments

Receipt scanning

Investment advice

Bill negotiation

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

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?