

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.

W Stranger

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? wants: automation needs: a reliable features that can and stable system save time and that can handle their effect in event event planning and "this system is However, genernal, people management needs planning and really helpful in may have expressed without any major or various opinionsand management oranizing and bugs feedback regarding the managing events. implementation of such a system, including its it saves us a lot of usability, s effectiveness, time and effort". and overall user experience collaboration and communication "wish the system features that can had more help event planning teams work together customization more effcientiy options for event pages and registration forms." Give them a name and a portrait to empathize with your persona. user may spand a signification user may rely amount of time security heavity on setting up and breaches or data automation customizig leakes that could features to compromise management sensitive event processes ant attendee losing improtent user may communitication event data or more effectively analytices that technical they alread used could help glithes or improve future errors that eventes could cause delays **Feels** Does What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

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