

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.

Thinks Says 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? How will they Reduce your How the manage? electric carbon Electric vechicle footfrint useful for vechicle If it is customer? Electric reduce What are the safe to main issues emissions. vechicle are with electric use? more vechicle? efficient. What are No fuel, the benefits No for the emmissions. customers? USER Fear: Avoid Higher charging in purchase sunlight. cost. Avoid Maintain Excited:No complete noise Sad: your battery pollution electric Convenient: Replacing drain. vechicle. Automatic the batteries balance. is expensive. Consider Suffer: Long moving to Drive easy charging solar and time. energy. smooth. **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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