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?

CRM

MANAGE RELATIONSHIP

CONNECT INSIGHTS

Thinks

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

EFFICIENT EDUCATION

EFFICIENCY OF STUDENT

PROGRESS THROUGH DATAS

KNOW THE LEVEL WHERE WE ARE

IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS

UNIFIED VIEW OF CONTITUENT INFORMATION

ALL INFORMATION AT ONE PLAYS

PASSES INFORMATION TO ALL PLATFORM WE USE

IMPROVES THE STUDENTS EXPERIENCE

IMPROVED VIEWS ON STUDENTS RESULT SO THAT THEY CAN IMPROVE THEMSELF

IMPROVEMENT IN STUDENTS RESULTS

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