
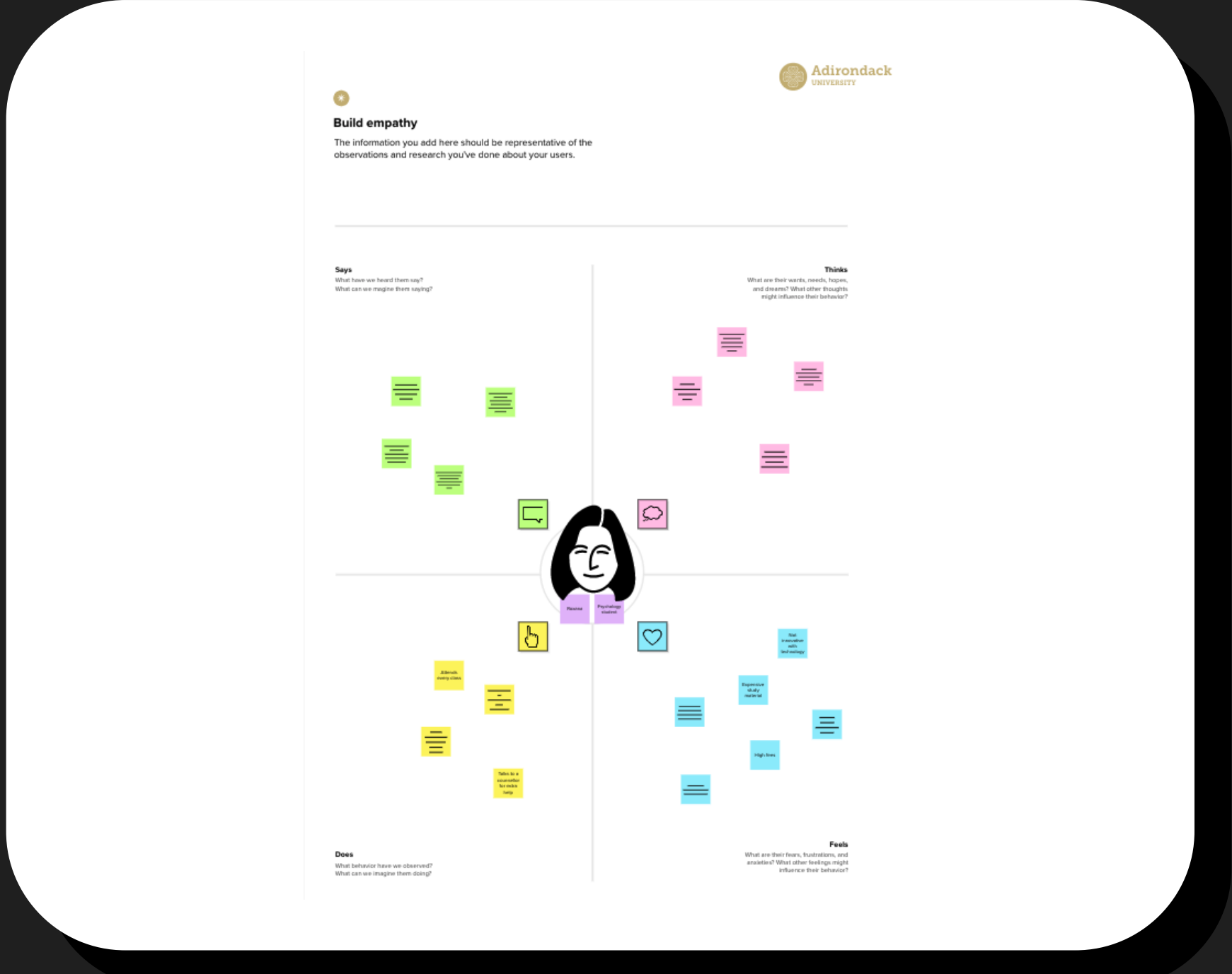


Empathy map

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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Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



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?

Payment
process is
smooth

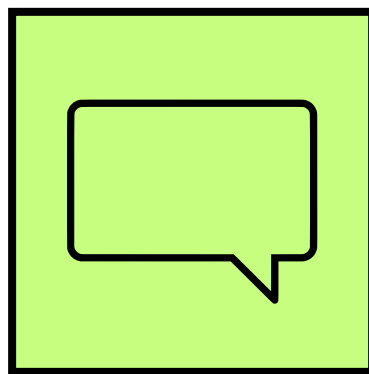
Booking an
appointment
is very
hectic

Services are
good.

Hygiene is
good

Hospital
staff is poor

Very
Expensive



Thinks

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

How to book
appointment?

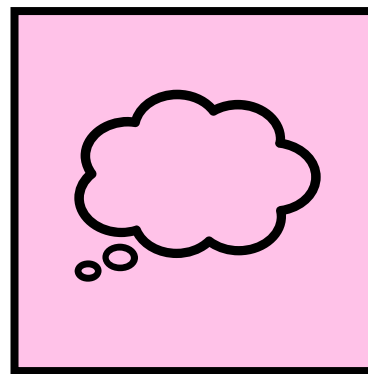
Where to
buy
medicines?

Will the
medical
insurance be
accepted?

Will hospital
food be
good for
me?

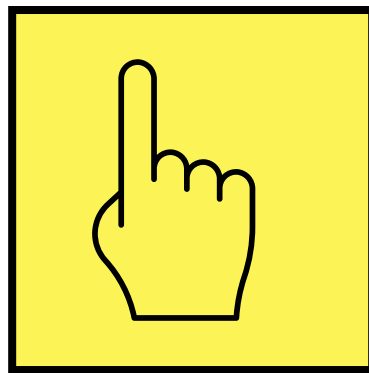
Whether
doctors are
available or
not

Online
payment will
be accepted
or not?



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

Ask for
painkillers



Scared of
extensive
treatment

Checks in
with
receptionist

Visits for
regular
health
checkup

Waits for
attendants to
bring the
patient to the
doctor

Neglected
by doctors

Expensive
treatment

Lack of
information

Pay the bill
after
treatment

Attends
every
consultation

Error in
diagnosis
and
treatment

Prefers
tablets over
injections

Severe
allergic
reactions

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?

