

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.

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? When will When its Aeroplane gonna come? happen? Where do I go? I want a super Car How to Start? What should I do? Not bad What would you think? Robert Will Ask with Friends Doubtful Search in Over Web Exchange Excited Happy Enough Executing small ideas Fear Stressed Post pones the Decision **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?





