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

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 th e observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

They expect the company to pay for their food and other accomodation

They say they need the company to book hotels for stay and pay for them

They expect there travel expenses to be fully covered by the company

They say for traveling that long we can handle some cases by online or call

Thinks

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

Doesn't trust certain tourism guide online without verification

Would most likely reply on other traveler reviews and feedback

Value cost and time efficiency worth of visit

Want's ease and convenience of planing a trip

Does

What behavior have we observed?
What can we imagine them doing?

translate the not understandable language

ask friends who visited to that place or asking on a social media

searching feedbacks and comments of travellers from a lot of websites

looking for a travel websites for easy access without download any software

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Annoyed for not getting enough details

Feeling travel sick

Headache

Excited about new experience