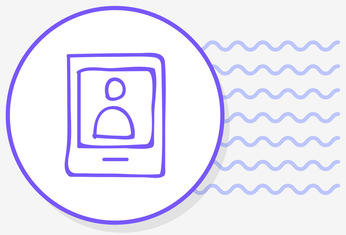
Template



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?

- i was expecting something different
- what do you think?
- whre should i start?
- what brand do you like?
- what size is best ?
- i want something reliable

Thinks

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

- do they think I'm stupid?
- what is best for me?
- why is tis so hard?
- too many acronyms
- what else I am I missing?
- I want something awesome
- wasting too much time?
- May be this isn't the best

SAHANA MANI

Does

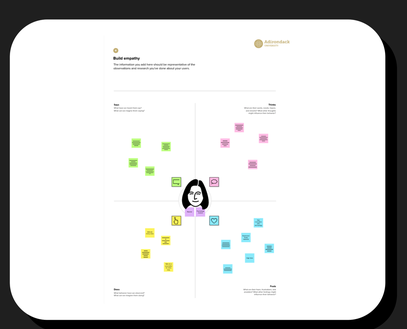
What behavior have we observed?
What can we imagine them doing?

- checks the website
- Lists pros/ cons
- More research
- Compares products
- makes small decisions
- Observes in store
- Postpones big decission
- Asks friends

Feels

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

- over whelmed
- Fear
- Excited
- In adequate
- Usure who too trust
- Anxious



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →