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 imagine them saying?

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

Difficult to enter owing to legal

Digital technology

Economic policy factor

Implementing chatbots

To identify key bank performance

Asynchronous approach to customer engagement

The bank uses the customer prefered channel

Financial fitness

A Comprehensive Analysis of Financial Performance Insight For a leading banks

Portability

financial leverage

Efficiency

Solvency and Efficiency

Public confidence

intimacy

Increase quality of service

Recive proper service

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