

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.

Mechanical Need help A fault done Search for error due to escape by pilot safety from this to shortage fortuitously. measures. crash. of fuel. Signal lost Crash due from aviation to certain safety weather reporting system. condition. FLIGHT TRAGEDY Need to be Feel about Get out as Suffer from swift at the losing life. quickly. Aerophobia. exit. Remove Mind and every sharp face things from become pockets. blank.





