

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.



Does

What behavior have we observed?

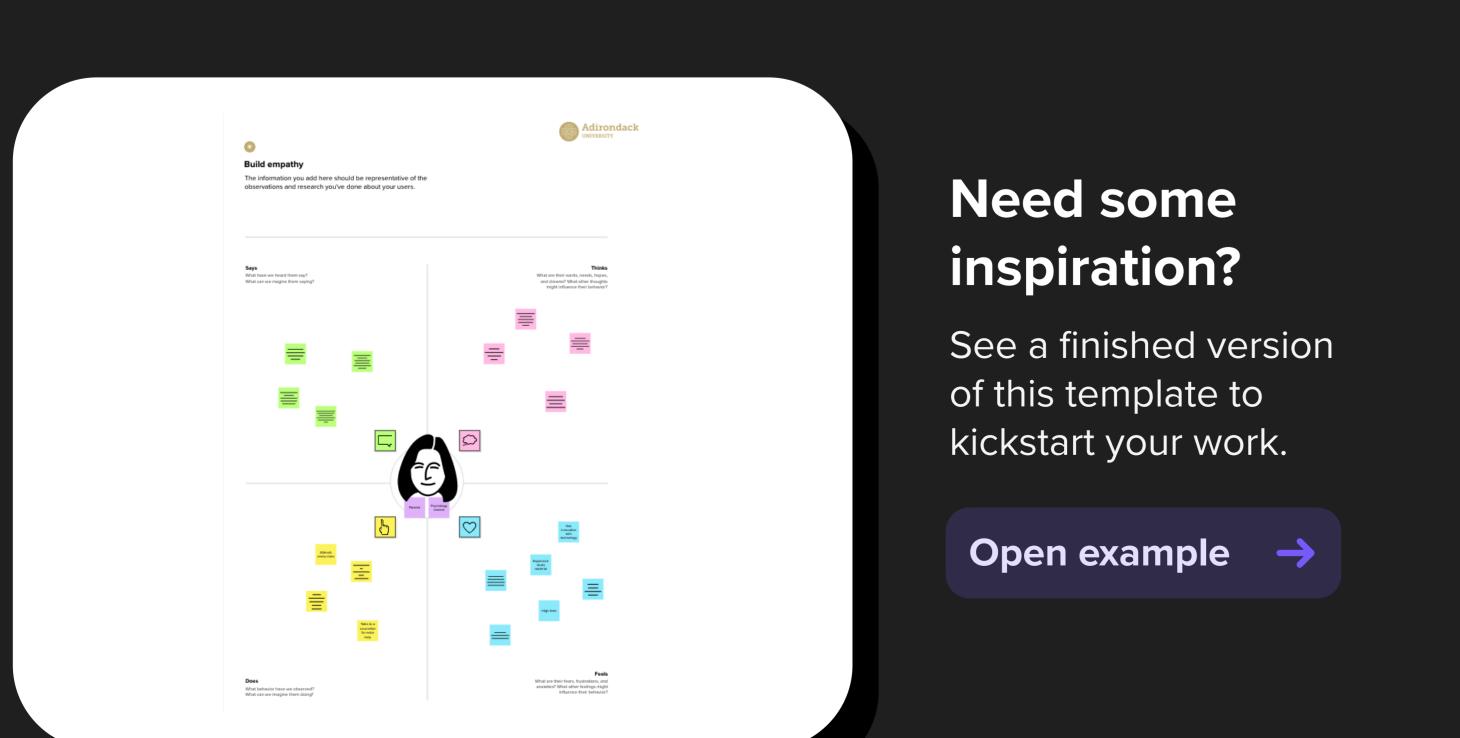
What can we imagine them doing?

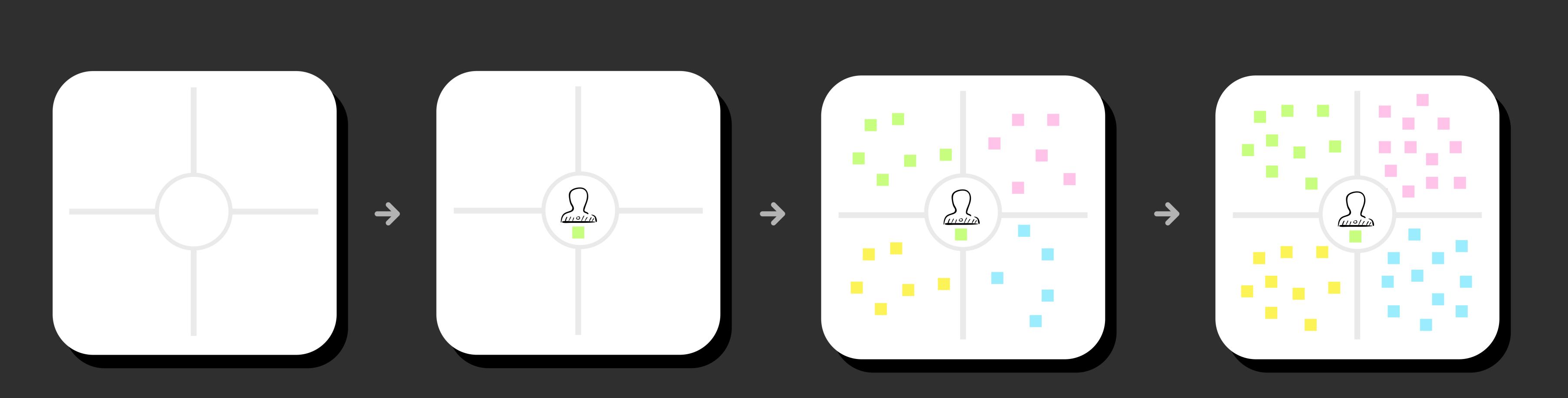
Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Share template feedback





rewind, and fast-

forward podcasts

Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

and stay informed

on topics of interest