



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?

There are four quadrants to a traditional empathy map. These are: Does, Thinks, Says, and Feels. These quadrants will all ask unique questions about how you can analyze the user's perspective and what they accomplish in their daily use.

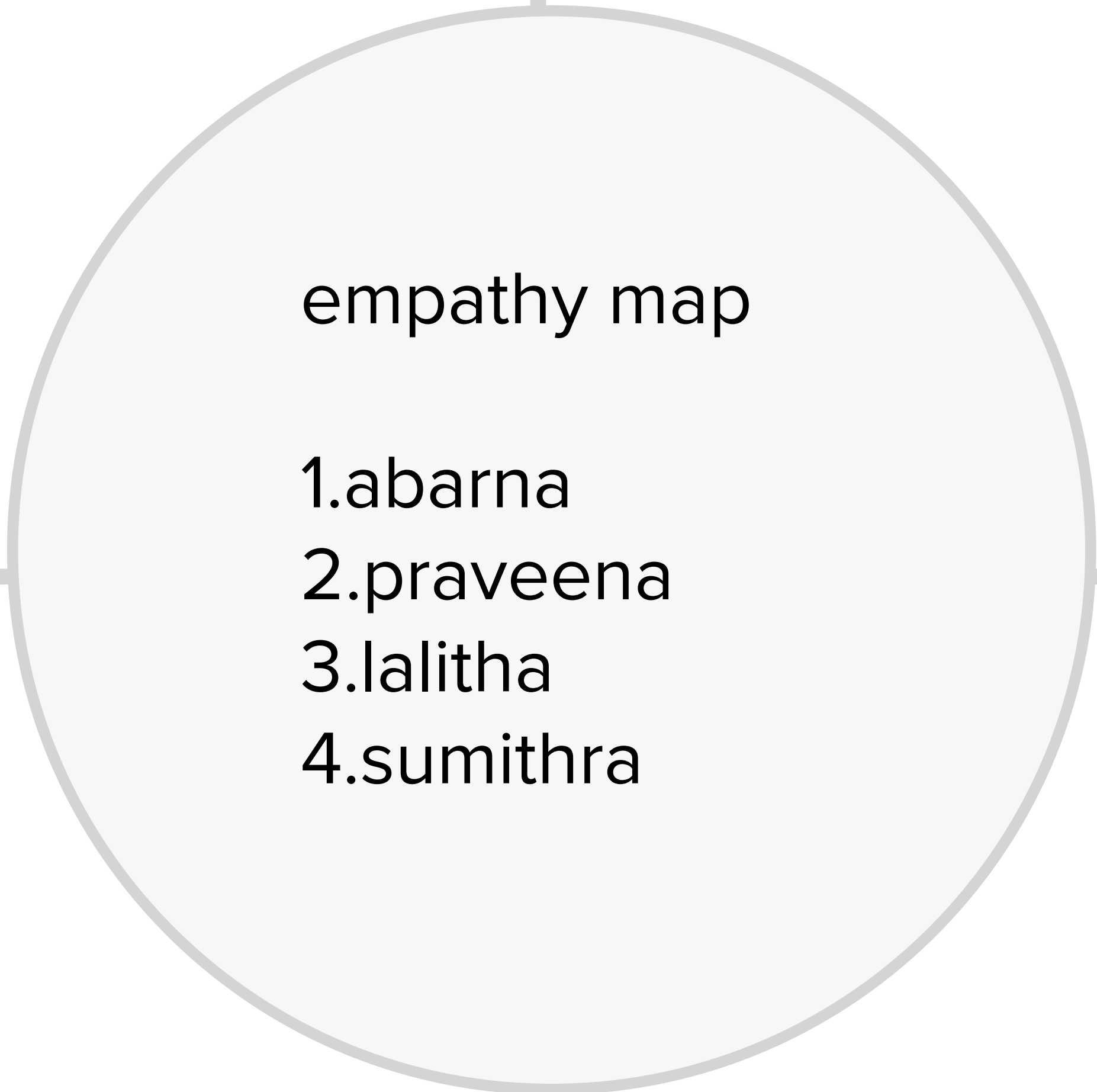
This simplicity makes empathy mapping one of the most effective, simplest templates around and an important addition to any business.

You can use a premade empathy map template or make one yourself to include the specific details you need to analyze.

Creating an empathy map is a very easy task and one that can be done with the help of an online whiteboard.

enjoyment

It's critical that users, on some level, enjoy using your product/service



An empathy map is a template that organizes a user's behaviors and feelings to create a sense of empathy between the user and your team.

It's your job to break down these positives and negatives and

Essentially, an empathy map is a square divided into four quadrants with the user or client in the middle. Each of the four quadrants comprises a category that helps us delve into the mind of the user. The four empathy map quadrants look at what the user says, thinks, feels, and does.

Empathy maps are an excellent starting point for developing this understanding of your users.

What gets them excited to use your product/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?