

## 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.

**Thinks** Says What are their wants, needs, hopes, and dreams? What other thoughts What have we heard them say? What can we magine them saying? might influence their behavior? Combo offers Customizing Our Restuarant for nearby according Festival College or consist School varieties of customers. offers Studends. foods and The interior design drinks. of the restaurant Fun games contributes to the overall ambience felt in the space. People Will Ambience eat with With MUSIC thier eyes. I'm Tara and my thoughts on this Restaurant are.. Will it Safe and  $\sim$ satisfy the comfortable customer? seating Taste and Customer's feedbacks Food about new quantity is dishes. good. Will the offers Healthy and meet the tasty customers Giving Can we Foods. refreshing expectation? celebrate drinks for parties? customers. **Feels** Does What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing? Celebrate Parties Gains -Pains Pre booking to Fresh drinks celebrate parties. Healthy and Tasty

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