Build empathy

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

Empathymap

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, needsand pain points, to quickly understand your users' experience and mindset.

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?

Visually appealing, consistent

Unique, memorable, relevant

Memorable, appealing, relevant

Simple, eye-catching, representative

Professional, easy to remember consistent

Professional, easy to type, revelent

Says

Thinks

Brand Name, Brand Email, Brand Logo

Research, evaluate, choose

Does

Feels

Browse, compare, choose

Excited, frustrated,

Create, test, use

Inspired,confident, confused

Organized, efficient,frustrated

Does

What behavior have we observed?What can we imagine them doing?

Feels

What are their fears, frustrations, andanxieties? What other feelings might influence their behavior?