



## 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.

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### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →





## Build empathy

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

### Says

What have we heard them say?  
What can we imagine them saying?

I was not  
expecting a  
liver disease

What i have  
affected with  
a end stage  
of liver  
disease?

What is the  
best  
treatment to  
cure liver  
disease?

Alcohol  
intake

Poor  
nutrition and  
processed  
foods

Allergies  
and  
infectious  
illness

A review of liver  
patient analysis  
methods using  
machine  
learning

Do you think  
will the liver  
disease  
cure?

Should I  
consider  
nutritional  
supplements?

What else  
will liver  
transplant  
save me?

May be avoiding  
carbonated  
drinks will help  
me cure liver  
disease

Thinks  
What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

Over  
frustration

Stress

Excessive  
workload

### 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?

