

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.

Needs better performanc e They may think that the ideas are innovative People good quality They feels satisfied **Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed?

Thinks

They

believe the quality

Feels

influence their behavior?

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

Build empathy

What have we heard them say?

What can we magine them saying?

What can we imagine them doing?

Says

The information you add here should be representative of the

observations and research you've done about your users.

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