Hello

Welcome

Happy

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.
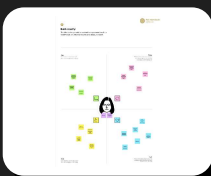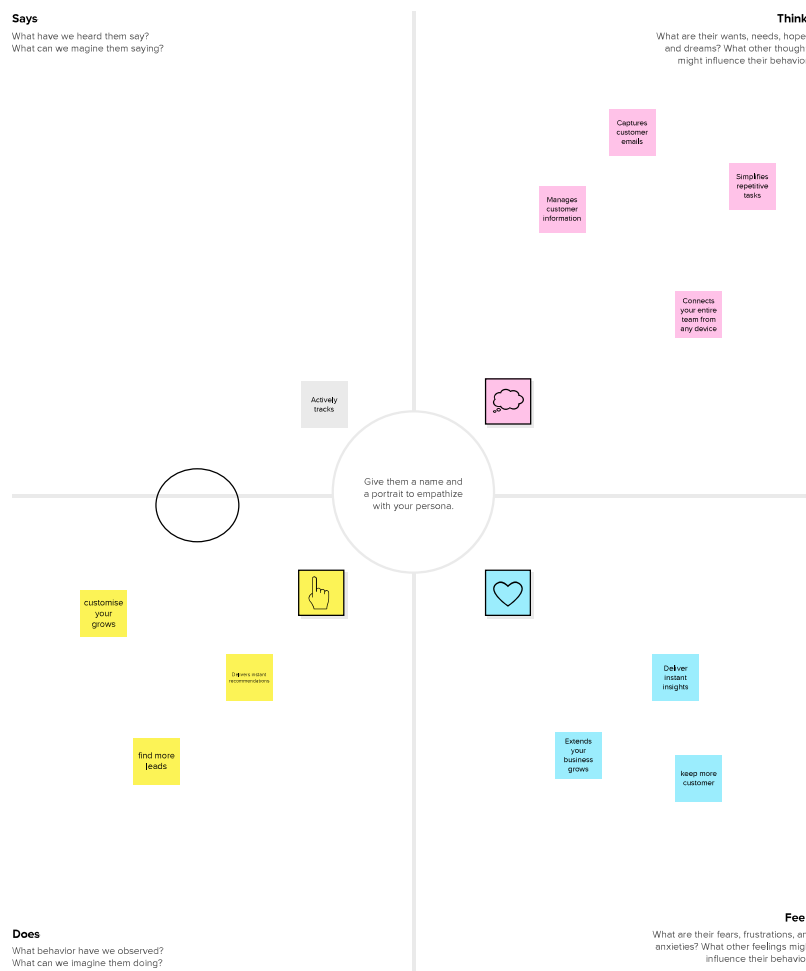
Share template feedback

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?

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

Captures customer emails

Simplifies repetitive tasks

Manages customer information

Connects your entire team from any device

Actively tracks

Give them a name and a portrait to empathize with your persona.

customise your grows

Delivers instant recommendations

find more leads

Deliver instant insights

Extends your business grows

keep more customer

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?

Need some inspiration?

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

Open example