Template

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

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 magine them saying?

Increase the Battery capacity.

Increase the carriage place.

Increase the mileage of vehicle.

Design like less electric consumption while using navigation & charger.

Thinks

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

Give awareness about electric vehicle.

Availability of charge point in all place for vehicle.

Produce vehicle in more colors.

Check the connection vehicle while delivered.

EV Manufacturing Company

Set up the navigation system.

Give booklet about electric vehicle.

Fix emergency kit.

Decrease the manufacture cost.

EV reduces noise.

Electricity bills will get increased.

Its eco-friendly.

Its reduces the cost of vehicle maintenance.

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?