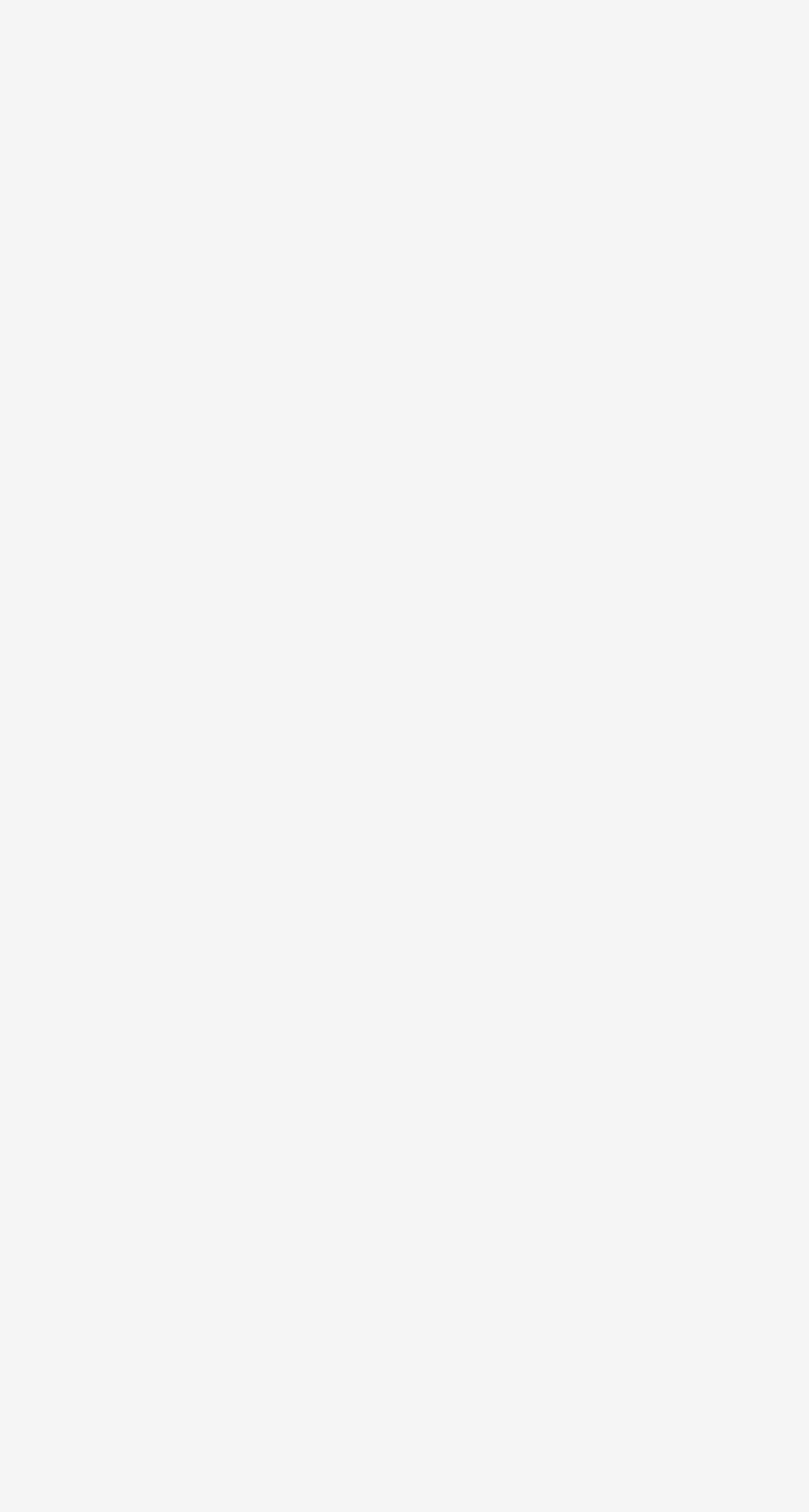

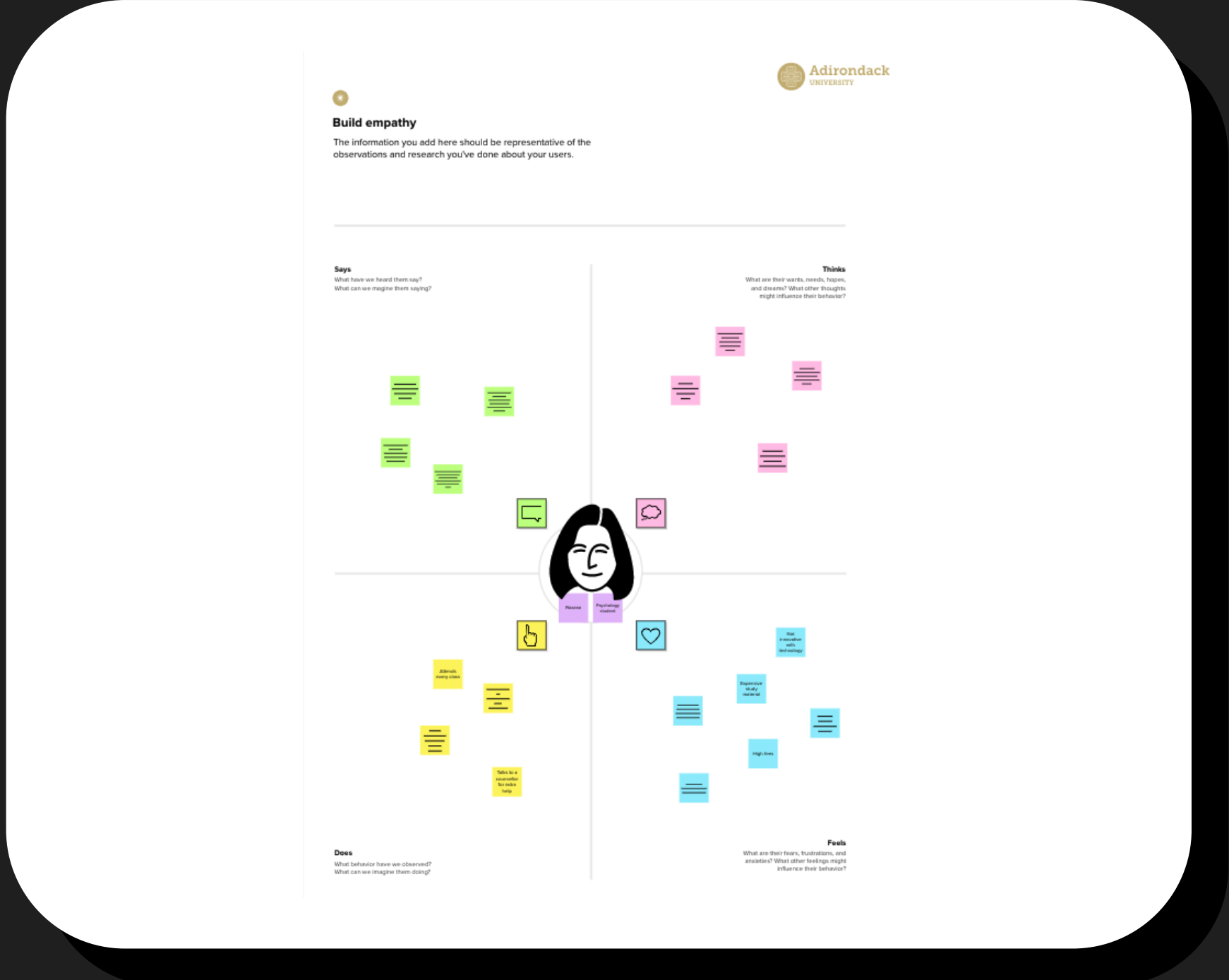



Empathy map

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?

Thinks

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

we can
monitor our
accounts
details at any
time

make
transactions
easier

less time
needed

restraining
your
spendies

security
concerns

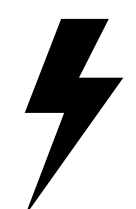
learning
curve

inaccuracy
of data

it would track
your budget and
it has several
login access with
high security

our application
does the track
of money
would be
offline

app makes
transaction
more
faster



shouldn't
go for bank
frequently

would
make this
app more
safe!

transactions
would be
easier

THE USER
OPINION

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?

