



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?

“I need something fast,”  
or “I’m not sure where to go from here.”

This section contains direct quotes from the user that have been gathered from the research phase or previous data

It might feature statements like

Looking at why they might be hesitant to share their thoughts out loud can reveal even further insight into the user and how they relate to the product or experience at hand

Use your qualitative research to ask what matters to the user and what is on their mind.

While this quadrant may have similar content to the “Says” section, it is more focused on what a user is thinking and doesn’t choose to say out loud



ABIRAMI.G

Short summary of the persona

It is not uncommon for there to be similar statements in each of the categories. Try not to censor the data to distinctly fit each section. Instead, use the overlapping information to unveil the complexities of the user.

An alternative form of empathy mapping is to add an extra section at the bottom of the map for the user’s goals. Here, the designer captures what the user desires before the product is in existence, and what they would like to accomplish with the product once in use.

Type your paragraph...

Feel free to update your empathy map throughout the project as more data becomes available, and remember: a sparsely covered map indicates a need for more user research!

For example;  
“Overwhelmed—too many decisions to make,” or,  
“Anxious—doesn’t want to waste their time.”

“What worries or excites the user?” An easy way to organize this information is to list the emotions being elicited followed by a short description of what is making the user feel this way.

This category addresses the user’s emotional state and answers questions like “What is the user feeling during this product experience?”



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?

[See an example](#)