

Says

What have we heard them say?
What can we imagine them saying?

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

Looking at why they

might be hesitant to

loud can reveal even

further insight into the

relate to the product or

user and how they

experience at hand

Use your

qualitative

research to ask

what matters to

the user and what

is on their mind.

share their thoughts out



Thinks

While this quadrant may

have similar content to

the "Says" section, it is

user is thinking and

out loud

doesn't choose to say

more focused on what a

"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



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.

io at

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!

Type your paragraph...

"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?"

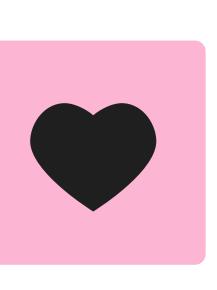
What behavior have we observed? What can we imagine them doing?

Does



Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



make," or,
"Anxious—doesn't
want to waste their
time."

For example;

"Overwhelmed—too

many decisions to