



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 user's experience and mindset.

[Show template feedback](#)



Start your inspiration!

Use this template to create your own empathy map.

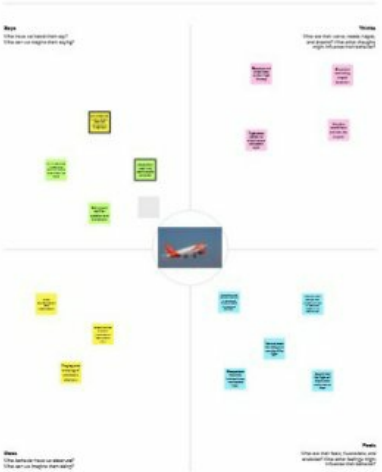
[Open example](#)

Build empathy

The information you add here should be a representation of the observations and research you've done about your users.

How

How does the experience start?
What are the early stages?



Where

Where are the users likely to be?
What are the early stages?

What

What are the users likely to do?
What are the early stages?

How

How does the experience end?
What are the final stages?

Where

Where are the users likely to be?
What are the final stages?

