

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.



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? Changes in Increasing demographics numbers of (e.g. aging people populations, migration around the patterns) world Technological advancements that affect population growth (e.g. medical innovations, birth control)

Debates about immigration and its effect on population

growth

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TRACING THE

GROWTH OF THE

GLOBAL COMMUNITY

Concerns about overpopulation and its impact on the

Thinks

What are their wants, needs, hopes,

Experts

discussing

population

trends and

forecasts

and dreams? What other thoughts

might influence their behavior?

environment

Curious about the future of global population growth

Concerned about the impact of overpopulation on resources and the environment

Anxious about the potential consequences of demographic shifts and migration patterns

Feels

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

Seek out information about population trends and forecasts

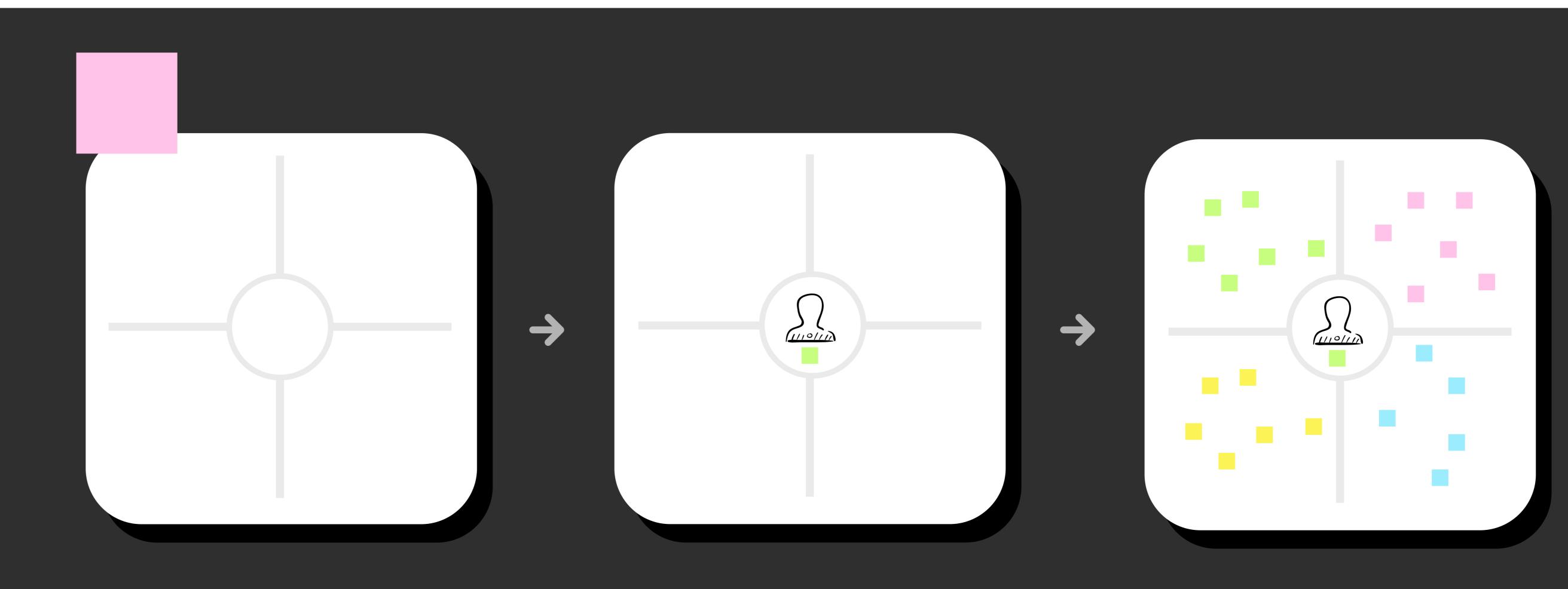
Take action to reduce their own impact on the environment (e.g. reducing consumption, using renewable energy)

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

Need some inspiration? See a finished version of this template to kickstart your work.

Open example ->

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Engage in

debates and

discussions about

immigration and

population growth