



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?



Persona’s name

Short summary of the persona

It Generally Highlights The Problem Set And Focuses Upon What Exactly A User Is Looking For.

"It Concludes What The User Is Thinking All The Time While Performing Different Actions In Their Journey.

This can also include things mentioned specifically about your company, about your team, your product or service, whether in an email, over the phone, face to face, or on social media.

In the 'Say' section, make sure to write down anything the customer has told you. If John Q. writes "This program is confusing, I need help" in an email, put this in your Empathy Map!

For the '*Think*' section, get creative with how you empathize with your customer.

John Q. won't use your product if it doesn't fit his budget, or if it's too difficult to learn. Do you offer different tiers of price points, or are there user guides available?

It is Used To Jot Down The Observed User Behavior While They Were Performing A Set Of Different Actions.

The '*Do*' section relates to the actions a customer takes. What are they doing, or what have they done? What might your customers do in the future?

It Collects The General Human Emotions Like Frustration Or Delight Whichsoever Is Experienced By The Interviewee.

John Q. uses your product or service for his business but can he also adapt it for personal use?

For '*Feel*', write down what the customer is most likely feeling (including both their current **emotional state** and/or what they feel **towards your product or service**).

Stormboard's Empathy Map template includes the additional sections of '*See*' and '*Hear*'. The '*See*' section is where you write down what a customer sees in their immediate environment



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?