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EMPATHY MAP

Empathy map

Use this framework to develop a deep, shared understanding and empathy for one 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.

Build empathy

The information you add here should be representative of the observations and research you've conducted for users.

NOES

What you don't want to do
What you don't want to see
What you don't want to hear

THOUGHTS

What you think about
What you feel about
What you believe about

FEELINGS

What you feel
What you think
What you believe

DOES

What you do
What you think
What you believe

SAVES

What you save
What you think
What you believe

GOALS

What you want to do
What you want to see
What you want to hear

EMPATHY MAP

Build empathy

What you don't want to do
What you don't want to see
What you don't want to hear

What you think about
What you feel about
What you believe about

What you feel
What you think
What you believe

What you do
What you think
What you believe

What you save
What you think
What you believe

What you want to do
What you want to see
What you want to hear