

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

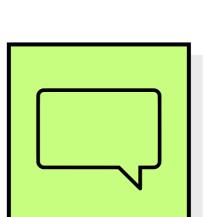
The information you add here should be representative of the observations and research you've done about your users.

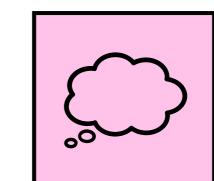
Says

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

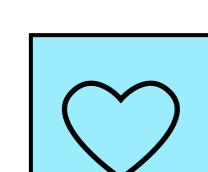
> "I am allegiant to Delta because I never have a bad experience." "I want something reliable." "I don't understand what to do from here."

> > The Says quadrant contains what the user says out loud in an interview or some other usability study. Ideally, it contains verbatim and direct quotes from research.





Banker



Refreshes page around to several times. Shops around to prices. Snops around to compare prices.

> The Does quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

Does

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

Thinks

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

The Thinks quadrant captures what the user is thinking throughout the experience. Ask yourself (from the qualitative research gathered): what occupies the user's thoughts? What matters to the user? It is possible to have the same content in both Says and Thinks. However, pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?

> "This is really annoying." "Am I dumb for not understanding this?"

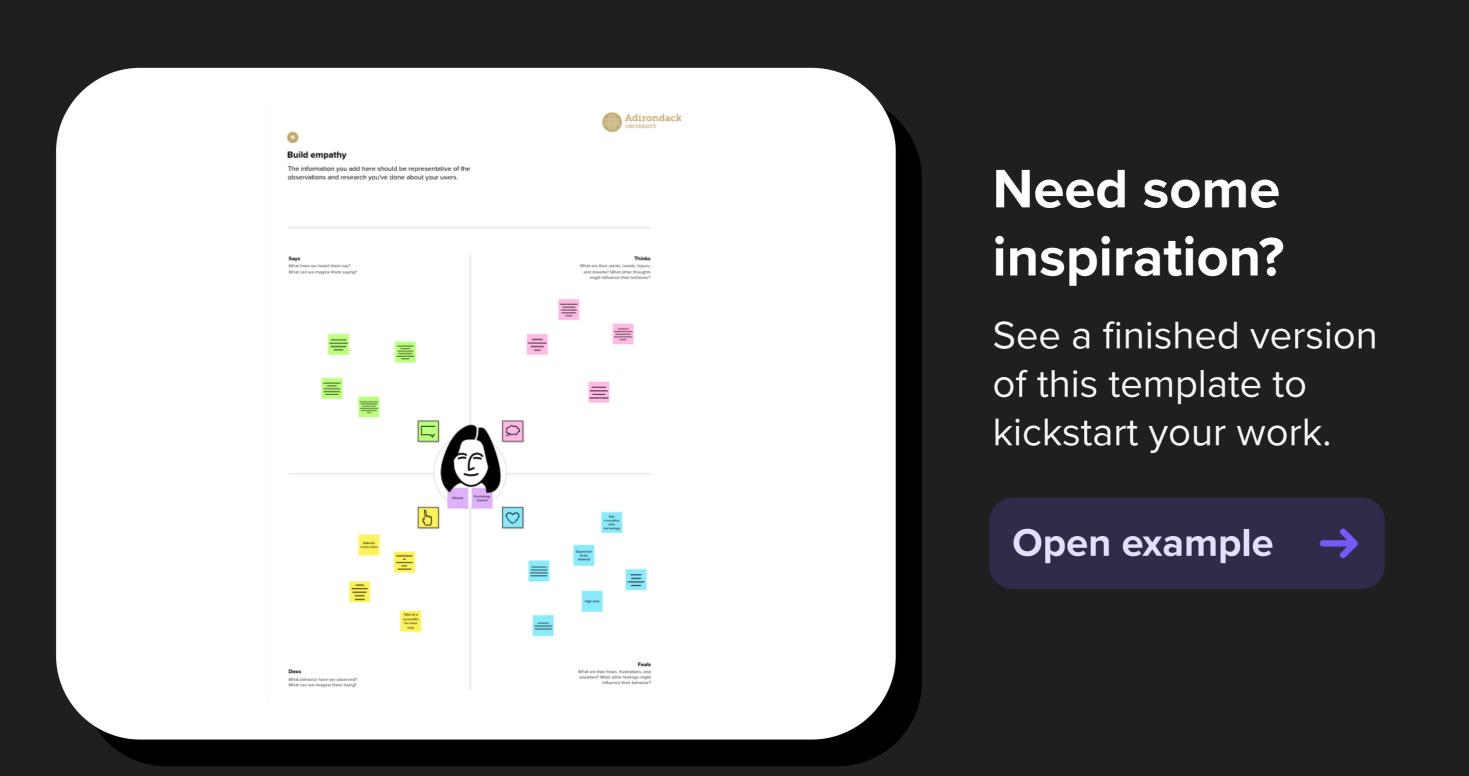


The Feels quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

Impatient: pages load too slowly Confused: too many contradictory prices Worried: they are doing something wrong Our users are complex humans. It is natural (and extremely beneficial) to see juxtaposition between quadrants. Yo

Feels

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



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