



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?

An empathy map is a template that organizes a user’s behaviors and feelings to create a sense of empathy between the user and your team.

“This is really annoying.”

The empathy map represents a principal user and helps teams understand their motivations, concerns, and experience.

Essentially, an empathy mapping exercise is a practice that seeks to get inside the head of the customer as they interact with your product/service.

“Am I dumb for not understanding this?”

maybe this isn't the best



Preparation and maintenance of ZOHC books for E-Connect Learning centre

C.KuttiPriyadharshini  
R.Malavika  
V.Naga Jothi  
J.Siva Dharshini

More research

Fear

Makes small decision

Compares products

anxious

usure who to trust



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?