



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."*

An empathy map is a **simple diagram that divides a paper or a canvas into four quadrants: see, hear, think and feel, and say and do.**

Traditionally, an empathy map will outline what a user says, thinks, feels and does. Another approach is to add the user's goals.

*"Am I dumb for not understanding this?"*

The **Thinks** quadrant captures what the user is thinking throughout the experience.



**Manikandan B**  
Health Hub Metical Clinic

*Refreshes page several times.*

*Shops around to compare prices.*

The **Does** quadrant encloses the actions the user takes.

*Impatient: pages load too slowly*

*Confused: too many contradictory prices*

*Worried: they are doing something wrong*



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?

[See an example](#)