

# Empathy map

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?

She thinks about how long it will take for the next bus to rrive. Is it going to be long or maybe not?

She wishes that her commute doesn't take long. She has plenty of things to get done

She thinks in all the time she's wasting and all the things she could be doing at the moment

She feels anxious, because se has no time to waste due to her busy schedule

She feels like the time passes very slow

She feels a little bit hopless about taking the next bus, due to all long waiting line

### 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?

It is rush hor at the bus stop and the waiting line has gooten larger, almost as large as the street itself. She looks at the line then turns her head to see the trafic on the street, which is chaotic.

Several mnutes have gone by an the bus hasn't arrived. She looks at her watch and then looks at the street.

She arrives to the bus station, finds a long line of people waiting for the bus. She stands behind the last person

She constantly looks at her watch while waiting for the bus to arrive.

She tries to get as comfortable as possible, she puts her heavy bag on the floor between her legs, so she doesn't have to carry it herself.

## Feels

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







