

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. **Thinks** What are their wants, needs, hopes, and dreams? What other thoughts What have we heard them say? might influence their behavior? What can we magine them saying? i dont have time for i dont expect to have to pull teeth to get something done There is not enough info on the i dont have time to waste on long calls or to seek out buried information system using salseforce Uses the function to Frustrated self serve my needs are being ignored marketing emails Annoyed cant get any answers What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

Share template feedback



