

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 **Thinks** them say? What can What are their wants, needs, hopes, we magine them and dreams? What other thoughts might influence their behavior? saying? Circumstance some one's Block of emotions morality Situation Problem Happiness, Positivity Sadness, feed back Strongly Build an employee Travel Approval Application For Corporates Talk to other highly sensitive,emotions, people's feeling most Helping behaviours people can develop it Cultivate Curiosity **Feels Does** 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



