

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 po understand and mindse

Says
What have we heard them say?
What can we magine them saying?

Does
What behavior have we observed?
What can see imagine them doing?



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

