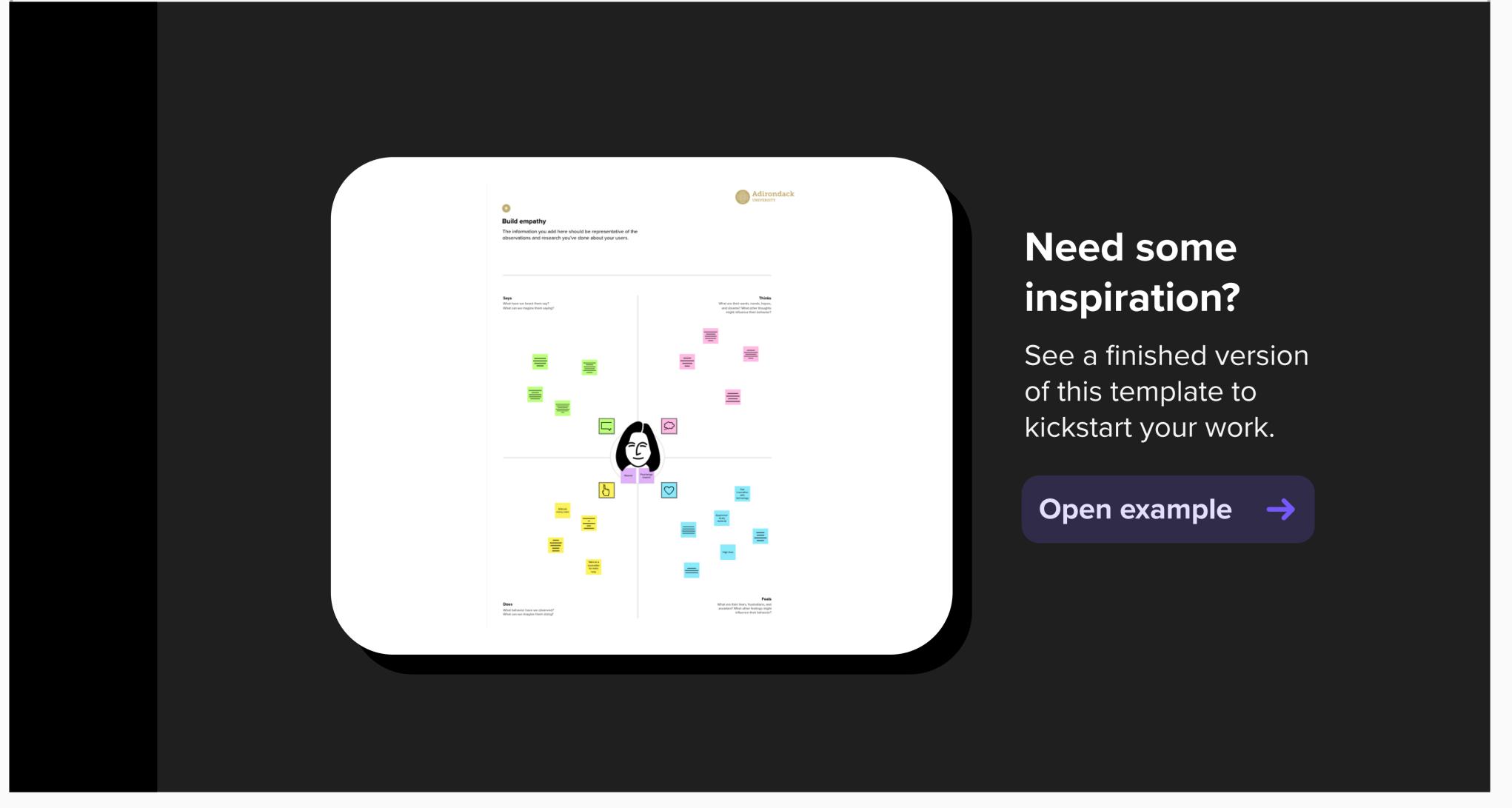


Empathy map

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?

They express frustration with the current situation

In the "feels"
quadrant, the person
might exoress
emotions such as
frustration, anxiety
or hopefulness

They are worried about the future

rson s as Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

points or
challenges this
person experiences

Beliefs and value
belief and value

Pain: what are

say of the pain

Beliefs and values: A persons belief and values can strongly influence their thoughts and actions.

For example:
If someone believes that honesty is important the may be more likely to speak truthfully even in difficult situations

Give them a name and a portrait to empathize with your persona.

"Does" in the context of an empathy map refers to the persons current situation or state. This could include their current feelings, thoughts, or behavior.



Guilt: Feelings of guilt can lead someone to apologize or try to make things right.

They may also avoid certain behaviors or situations that trigger their guilt

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?

