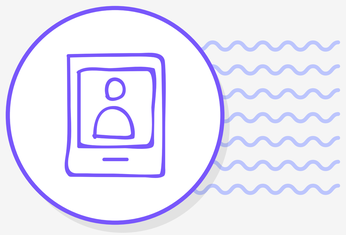
Template



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.

Share template feedback

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?

Search for more information about the leading bank's financial performance and the article.

Share the article with their colleagues, friends, or family members who are interested in banking or finance.

Thinks

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

Curious about the leading bank's financial performance and how it compares to other banks or the industry average.

Interested in gaining insights into the leading bank's financial strategy and decision-making process.

Banker

Take notes or highlight key points while reading the article.

Excited to learn about new trends and best practices in the banking industry.

Reflect on the implications of the article's findings for their own financial situation or investments.

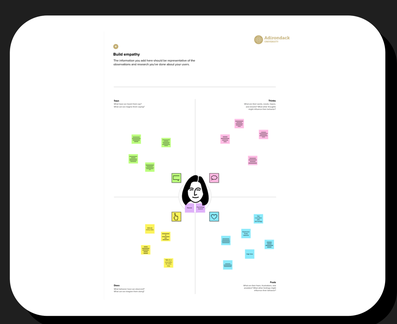
Concerned about the potential risks or challenges that the leading bank may face in the future.

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?



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →