Template

Empathy m

Use this framework to
deep, shared underst
empathy for other pe
empathy map helps d
aspects of a user's ex
and pain points, to qu
understand your user
and mindset.

Need some inspiration?

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

Open example

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?

economic freedom mearsures overall total ratings of income

current budgets

measuring of economic ranging all over world

measures percapita income

measuring the pulse ofprospersity of economic analysis

populations

corruption

bussiness affairs

worlds percapita income

Does

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

20% average gain over 25years

Thinks

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

measure change over time in the prices

political system

by allover population

worlds imports and exports

agriculture rate

percentage rate of economic level

economical politics

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?