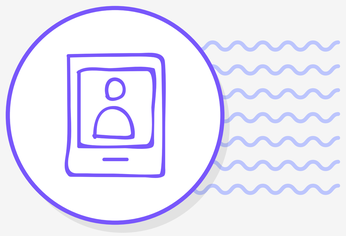
Template



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?

- greater multi tasking ability
- making people more antisocial
- faster and more accurate decision makung

Thinks

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

- video games used for entertainment
- bonding with their online friends
- used for relaxation
- help of relief from stress

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

Does

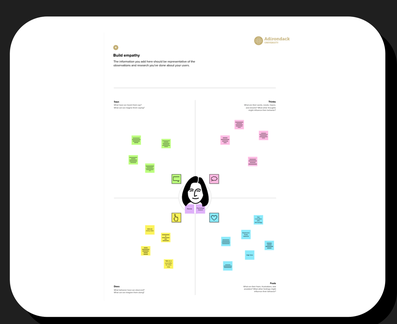
What behavior have we observed?
What can we imagine them doing?

- affect brain
- affect important stuff
- reduce students performance

Feels

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

- improve hand eye co ordination
- improve problem solving skills
- improve mind ability



Need some inspiration?

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

Open example