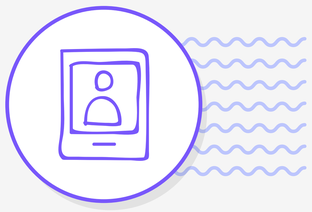
Template



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

Need some inspiration?

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

Open example →

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?

Won't travel in a flight anymore

Chance to get claustrophobia

Lament about safety

Felt sensation of weightlessness

Thinks

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

Wanted the chance for living

Think about any miracles happened to get rid of this situation

Expecting the hopeful statement from the management

Expecting the exit way

HAWKER

Screaming with nervous

Sat blindly with swither

Longing for their loved ones

Felt scary

Being out of control may cause panic attack

Drained or even short of breathe

Worrying about their families

Get aviophobia

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?