



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

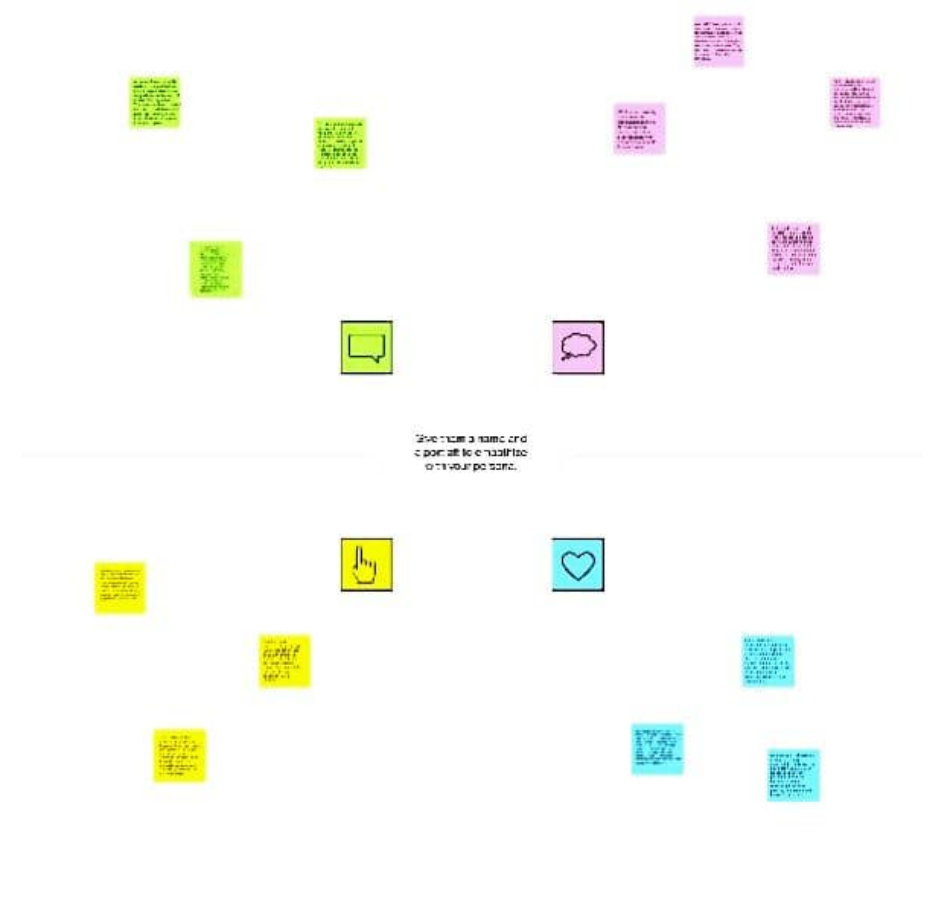
The information you add here should be representative of the observations and research you've done about your users.

Says

What have you said about this?
What have you heard them saying?

Thinks

What are their worries, hopes, hopes,
and dreams? What are the things
that influence their behavior?



Does

What do you think we can do?
What do you imagine them doing?

Feels

What are their fears, frustrations, and
desires? What choices might
influence their behavior?



Need some inspiration?
See a previous version of this template to kickstart your work.
[Open example](#)

