# Empathy Map Template

Use this template to better understand your users by capturing insights into four key areas:

1. Say - What does the user say in interviews or conversations?
2. Thinks - What are they thinking? What matters to them?
3. Does - What actions or behaviors do they demonstrate?
4. Feels - What are their emotional responses?

Use this tool collaboratively in workshops to create shared understanding and inform your ‘Define’ phase.