



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.

[Show template feedback](#)



Need some inspiration?

See a finished version of this template to witness 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 do users have to say?
What advice might they expect?

Electricity can transform people's lives, not just economically but also socially.

Electricity is really just organized lightning!

Talent is like electricity, we don't understand electricity, we use it.

Benjamin Franklin is credited for discovering Electricity in the 1700s.

Entertainment

Household

engineering

commercial

Does

What behaviors have we observed?
What services might they want?

To know that we can make electricity in different ways...

Does it provide safety?...

If you have a idea light it up OR Forever remain in the dark.

Does it help to improve Economy?...

To begin to understand how the way we get electricity can affect our environment...

Sometimes messes up with wildlife...

Excess of electrons

Dependent on precipitation...

were expensive than gasoline

Feels

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

