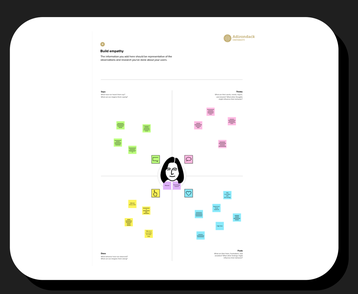
Template

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?

I appreciate the real-time feedback on my input's validity. It saves me time from submitting and then correcting errors later."

The validation error message is helpful, but I wish it gave me more specific information on what's wrong with my input.

It would be great if Compose had a feature to autocomplete words or suggest similar ones as I type.

I wish there was an option to disable the automatic capitalization feature.

Thinks

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

Wants: Users want a text input system that is easy to use, efficient, and provides real-time feedback on input validation.

Needs: Users need a text input system that can validate their input and prevent errors or inconsistencies from occurring. They also need a system that can adapt to different languages and input methods.

Users' past experience with other text input systems may influence their behavior and expectations.

Hopes: Users hope for a text input system that can anticipate their input and provide suggestions or corrections as needed. They also hope for a system that can save their input history and preferences for future use.

Dreams: Users may dream of a text input system that can seamlessly integrate with other applications and devices, providing a seamless and intuitive user experience.

Compose Input: A Demonstration Of Text Input And Validation With Android Compose

Users are able to enter text using a Compose text input field and edit their input as needed.

The text input field provides real-time validation feedback to the user, indicating whether the input is valid or not.

Users may try different input methods, such as typing, swiping, or dictating their text, to see which one is most efficient for their needs.

If the validation system returns an error message, users may try to modify their input to make it valid, or abandon the input field altogether if they cannot resolve the issue.

Does

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

Fear of losing their input: fear that their input will be lost if the application crashes or if they accidentally close the input field before submitting their input.

rustration with validation errors: become frustrated if they receive repeated validation errors, especially if they are not clear on how to correct the issue.

Satisfaction with validation feedback: Users may feel satisfied when they receive clear and helpful validation feedback, as it can help them avoid mistakes and input errors.

Anxiousness about input accuracy: Users may feel anxious about input accuracy, especially if the input is critical or time-sensitive.

Concerns about data privacy: Users may have concerns about the privacy and security of their input data, especially if it contains sensitive or personal information.

Confidence in input accuracy: Users may feel more confident in their input accuracy if they receive positive validation feedback or if they are able to easily correct errors. This may encourage them to continue using the input system.

Feels

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