



Empathy Map.

Because misery loves company.

Visualizing user attitudes and behaviors

An Empathy Map is split into 4 quadrants (Says, Thinks, Does, and Feels), with the user or persona in the middle. It provides a glance into who a user is as a whole and are not chronological or sequential. Inconsistencies in perception from the same user can help to find and resolve the cause of the conflict.