

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.



Build empathy

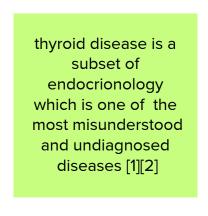
The information you add here should be representative of the observations and research you've done about your users.

Says

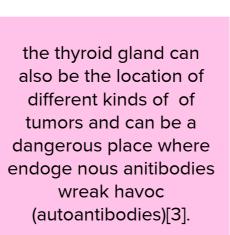
What have we heard them say?
What can we magine them saying?

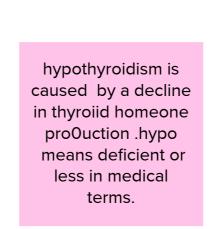


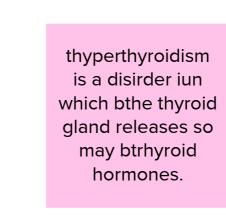
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

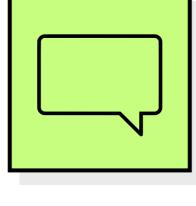


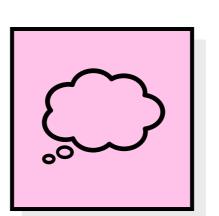




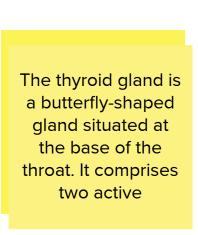




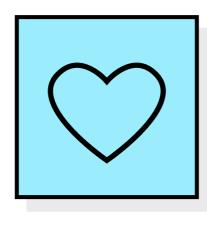


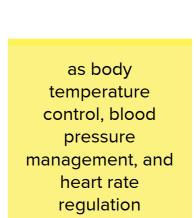


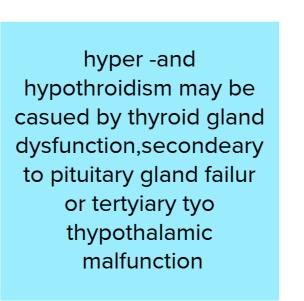
Give them a name and a portrait to empathize with your persona.

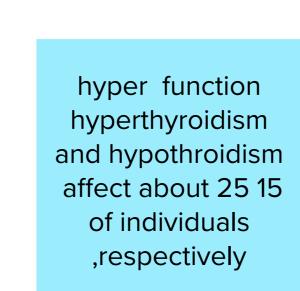


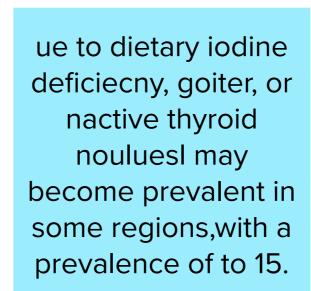


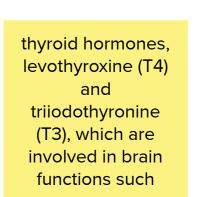












Does

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

Feels

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

