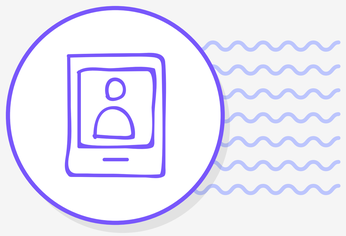
Template



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.

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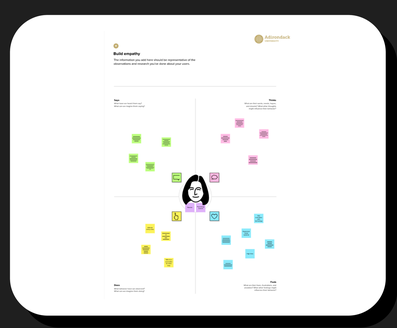

Need some inspiration?

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 was expecting something different ideas

Different Industries

what do you think?

where should I start?

I want something reliable

Thinks

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

Spend more time

What is best for me?

How to analysis?

I want something awesome

Why do this hard?

CO2 EMISSION

Does

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

Group coversation

Gather information in some books and websites

More research

Make a small decisions

Have to put in hard work

Feels

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

Overthinking

Fear

Excited

Search

Good