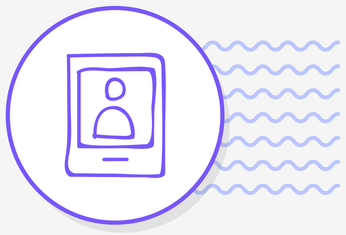
Template



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

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?

A well-maintained and attractive lobby area

Modern amenities such as flat-screen TVs and high-speed internet

Other guests, hotel staff, and possibly views of the surrounding area

Thinks

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

Sounds of other guests in the hallways or adjacent rooms

The soothing background music played in the lobby or dining areas

Quiet and peaceful surroundings

The friendly greetings and helpful instructions from hotel staff

CUSTOMER

Engage in pleasant conversations with hotel staff

Share positive feedback with other guests or online review sites

Take advantage of the hotel's amenities, such as the fitness center or pool

Excitement or anticipation about their stay

Appreciation for the attentive service from the hotel staff

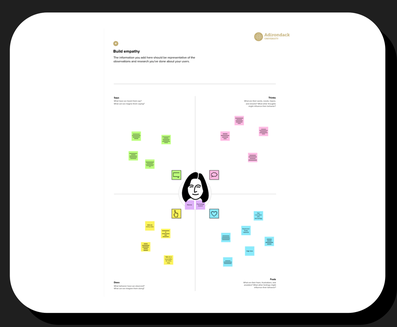
Possible concerns or worries about their upcoming itinerary or travel plans

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?



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →