

Build empathy

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

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.

She thinks about how long it will take for the next bus to arrive.Is it going to be long or maybe not?

> She thinks in all the time she's wasting and all the things she could be doing at the moment

She feels anxious, because se has no time to waste due to her busy schedule

> bit hopeless all the long waiting line

She wishes that her commute doesn't take long.She has plenty of things to get done

PROPERTY

MANAGEMENT

APPLICATION USING

SALESFORCE

She feels

like the time

passes very

Slow

has gotten larger, almost as large as the street itself. She looks at the line then turns her head to see the traffic on the street, which is chaotic.

> She arrives to the bus station, finds a long line of people waiting for the bus.She stands behind the last person

It is rush hour at the bus

stop and the waiting line

She tries to get as comfortable as possible, she puts her heavy bag on the floor between her legs, so she doesn't have to carry it herself.

Several minutes have gone by an the bus hasn't arrived. She look at her watch and then looks at the street

She constantly looks at her watch while waiting for the bus to arrive.

She feels a little about taking the next bus, due to

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