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 imagine them saying?

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

According to the people interviewed, they enjoy living in the UAE because it's where their family is.

They have also stated that the country is safe and discipline, compared to their homes and also because it provides them better opportunities

Spending their free time calling their relatives in their home country.

They often use technology to help them cope up.

Quality improvement itself focus on the consumer so be in the first indicator end.

Spending time appreciating the beauty of the country

Ensuring customer satisfaction

Effective service delivery

People enjoy living in the UAE

Improvement of the organizational efficiency

Providing high quality service is all about operating the customers expectations and making them feel like they get their money's worth.

The process will be continuous so that the quality improvement process will also continue.

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 in Kickstart your work.
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