

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.

Says What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? How would I think it would depent on the you feel to circumtencess die in an Under what airplane crash circumtances can an airplane crash Team Leader Protect your Then nervous system needs tenths self through of a second to smoke when recognize pain but the flight gets the whole airplane fire would be destroy Ditch your before that. stuff, always secure your oxygen mask If the airpla crashes into tε...... at high speed then there isn't enough time for brain to register pain **Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

Thinks

During a loss of

cabin pressure the

fall on oxygen can

knock you

unconsciousness in

as little 25 seconds

Build empathy

Need some

inspiration?

See a finished version

of this template to

kickstart your work.

Open example

The information you add here should be representative of the

observations and research you've done about your users.

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