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?

INDUSTRIAL EMISSION

CARBON EMISSION

RECYCLING

Thinks

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

GREEN HOUSE GAS

CO2 VOLUME INCREASED

CLEAN ENERGY TECHNOLOGY

EMMISSION CREW

UNEARTHING THE ENVIRONMENTAL IMPACT OF HUMAN ACTIVITY: A GLOBAL CO2 EMISSION ANALYSIS

INDUSTRY REPORTSI

POLAR ICE CAP

WEATHER EVENT

RISK MANAGEMENT

CAUSE CLIMATE CHANGES

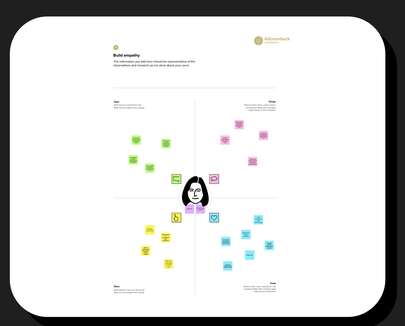
ASSETS ALLOCATION

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