
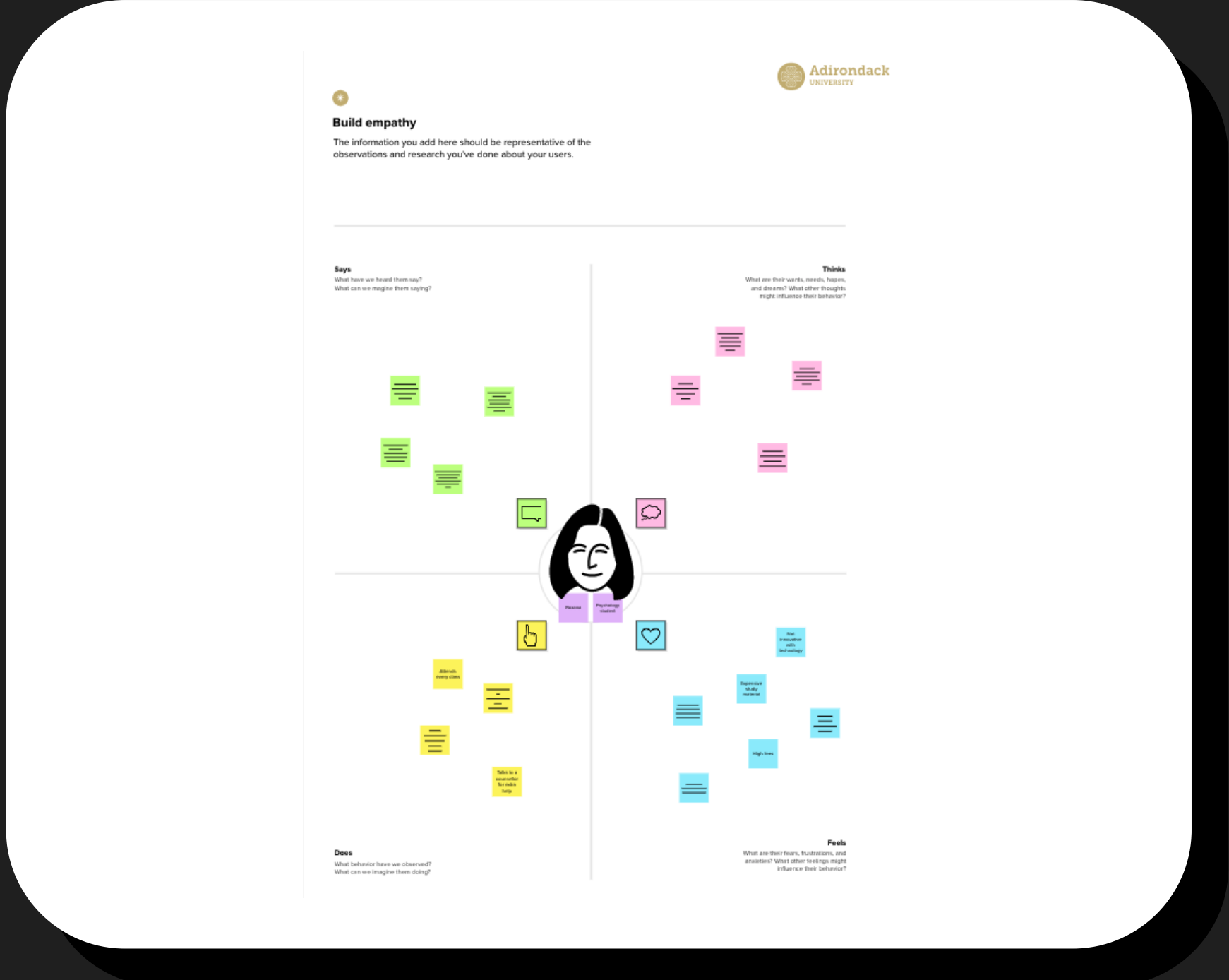





# Empathy map

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](#)



**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
[Open example](#) 



## 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?

### Thinks

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

Service  
application  
includes  
break even  
point analysis

sales  
application  
captures  
customer  
data

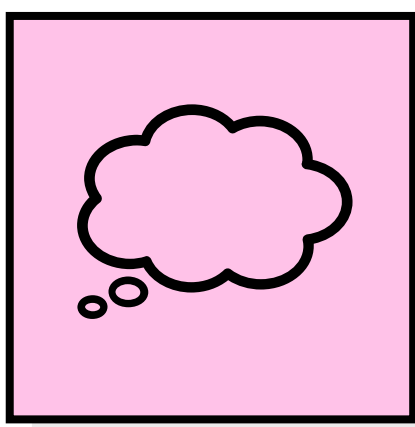
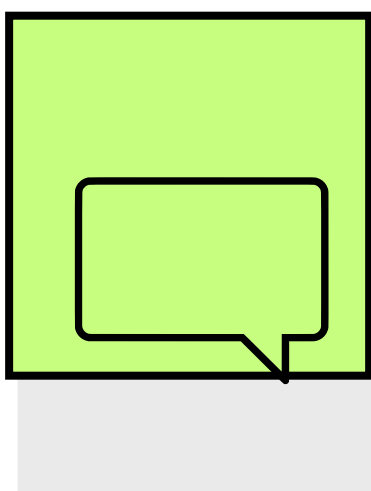
In sales  
application, the  
orders dispatch  
related  
information will  
be stored

Sales  
Forecasting

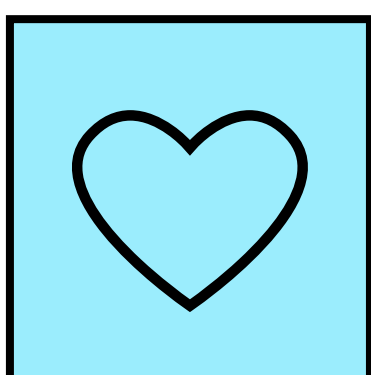
To improve  
the qulaity of  
a product

Inventory  
analysis

The application  
provides alerts  
when stock levels  
are low or when  
products are about  
to expire



Give them a name and  
a portrait to empathize  
with your persona.



This helps to  
manage  
customer  
data and  
interactions

This helps retailers  
implement and  
manage Loyalty  
programs to reward  
their customers for  
repeat purchases

The application can help  
retailers create and manage  
marketing  
campaigns, promotions, and  
discounts and track their  
effectiveness

It helps to  
deliver the  
product at  
expected  
date

This  
application  
helps to track  
customer's  
order

First in and  
first out  
process

It gives  
detailed  
information  
about the  
product

### 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?