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.

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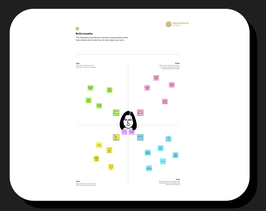

Need some inspiration?

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?

In the case of an airplane crash, a recovery site may be quite large. ...

This crash remains the deadliest ever, claiming the lives of 583 people when **two 747s collided on a foggy runway on the island of Tenerife in the Canary Islands**.

The front of the plane was being stripped away from the body as we bounced across the rocky earth

Although the **United States** is ranked among the 20 countries with the highest quality of air infrastructure, the U.S. reports the highest number of civil airliner accidents worldwide

Does

What behavior have we observed?
What can we imagine them doing?

Everyone knows that any airplane crash produces an abundance of debris.

For the same time period, commercial US air carriers had a total of 176 total accidents and 111 total injuries

Thinks

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

Learn about built-in safety features.

Air pressure is lower at higher altitudes, which means your body takes in less oxygen.

The suddenness of the impact and *the feeling of being out of control as you plummet to the ground* would be overwhelming

Aerophobia is an extreme fear of flying in an airplane

It feels nothing like a roller-coaster and you don't feel like you're high up

Although the **United States** is ranked among the 20 countries with the highest quality of air infrastructure, the U.S. reports the highest number of civil airliner accidents worldwide

The fear so many people experience when flying is often linked to the worry that something might end up going wrong and you'll be totally and utterly helpless.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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