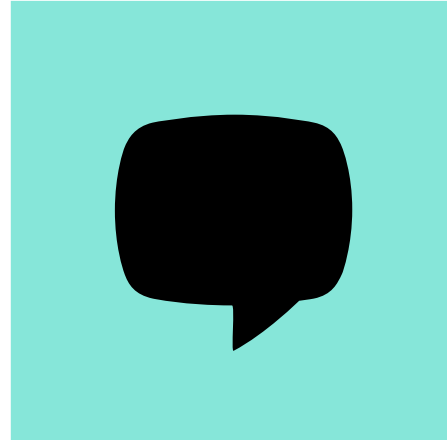


Empathy Map



Says

What have we heard them say?
What can we imagine them saying?

That was easy!

***I want to
be able to
work more
quickly.***

I really like that feature.

***I don't have
time to waste
on long calls or
to seek out
buried
information***



Thinks

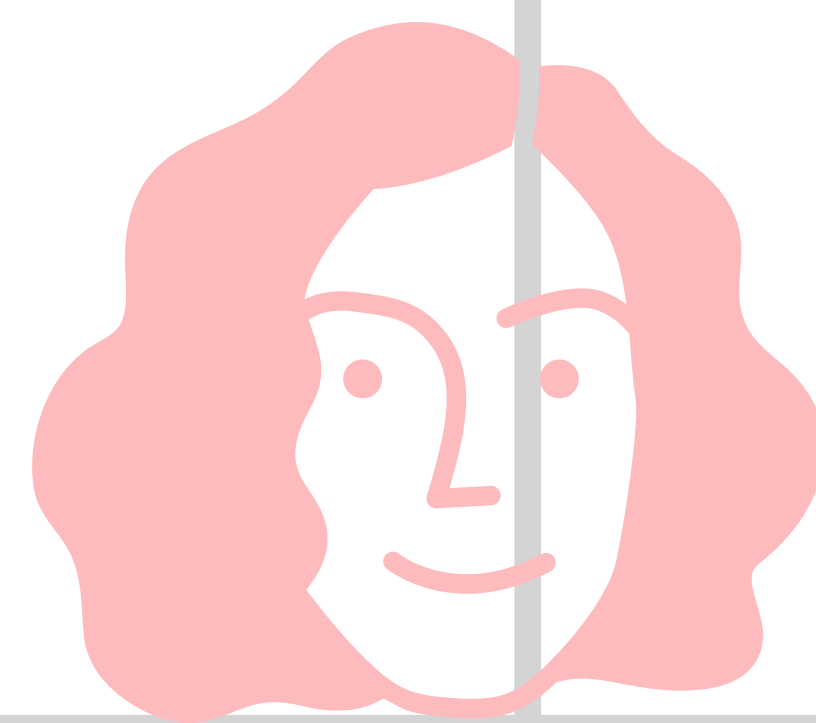
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

How does this compare to similar products I've used?

***This pop-up
is
distracting***

There's not enough info on the website

Is this really worth it?



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Makes decisions

***Saves work
and shares
with others***

***Ignores
marketing
emails***

Completes processes

Focused

Excited

Curious

Confused



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?

 [See an example](#)