

# Empathy map

use this framework to develop a deep,shared understanding and empathy for other people.An empathy map helps describe the aspects of ausers'experience ,needs and pain points, to quickly understand your users' experience and mindset

Created in partnership with



## Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

[Share template feedback](#)



## Build empathy

The information you add here should be representative of then observation and research you've done about your users

### Says

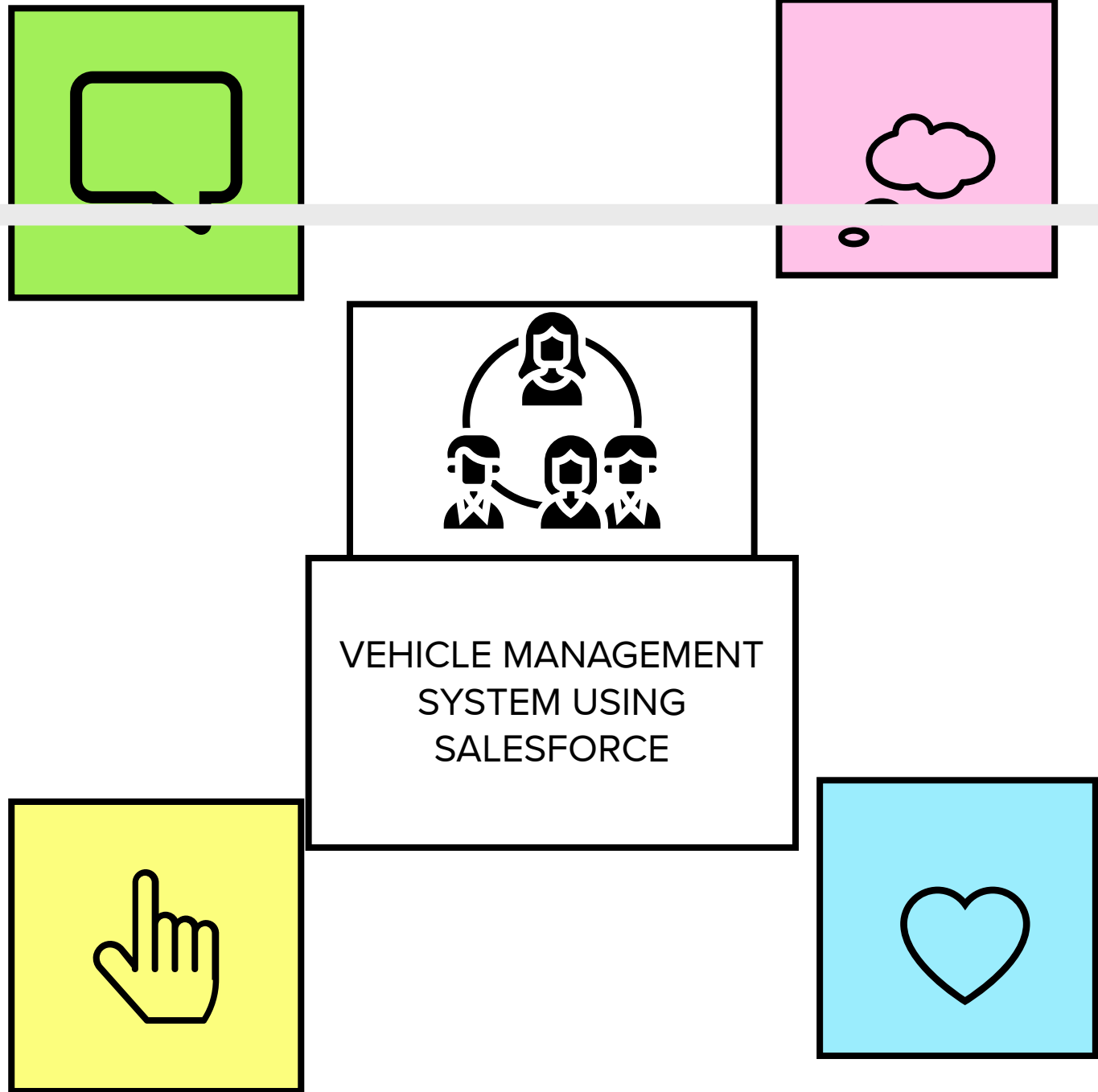
What have we heard them say?  
What can we magine them saying?

- Want a reliable vehicle
- What is the cost for travel?
- Preferable to have lady driver than a man
- Likes the brands ... BMW or Tesla
- Is there any coupon codes
- What time should start my journey?

### Thinks

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

- This is very annoying?
- Will it be comfortable?
- Do I need to give extra tips?
- Am I daydreaming?
- Will the driver take me safely?
- Will he/she charge more?



- Check websites and reviews of users
- Always be aware of everything
- check the drivers rating?
- Enter exact location
- Ask friends

- EXCITED FEELING
- Will it be expensive?
- SATISFACTION
- Is it safe to travel at night
- ANXIOUS

### Does

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

### Feel

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

