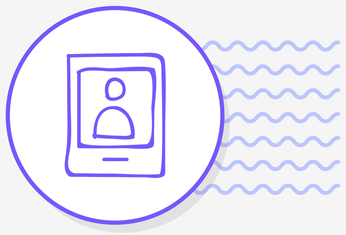
Template



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?

- I'm excited about the potential of machine learning to improve our decision-making process.
- I'm worried that machine learning will replace human judgement entirely.
- I don't have a lot of experience with machine learning, but I'm willing to learn

Thinks

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

- Machine learning can help us make more objective decisions.
- Machine learning can help us identify patterns and trends what we miss otherwise.
- Machine learning can help us save time and resources in decision-making.
- Machine learning may not be able to capture the nuances and complexities of some decisions.

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

Does

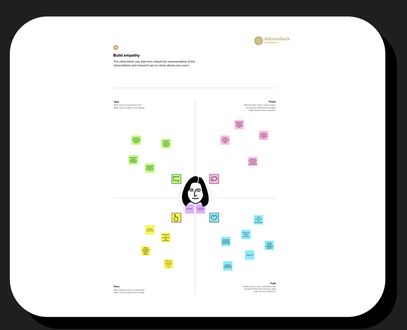
What behavior have we observed?
What can we imagine them doing?

- Attend training sessions on machine learning and data analysis.
- Discuss the potential benefits and drawbacks of using machine learning in university decision-making.
- Experiment with different machine learning models and data sets to see how they perform.

Feels

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

- Excited about the potential of machine learning to improve decision-making processes.
- Curious about how machine learning works and how it can be used in university decision-making.
- Anxious about the role of human judgement in decision-making if machine learning becomes dominant.



Need some inspiration?

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

Open example →