

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.



Thinks

Actions

capture their

actions and

behaviours

Feels

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

Build empathy

Does

What behavior have we observed?

What can we imagine them doing?

The information you add here should be representative of the

observations and research you've done about your users.





