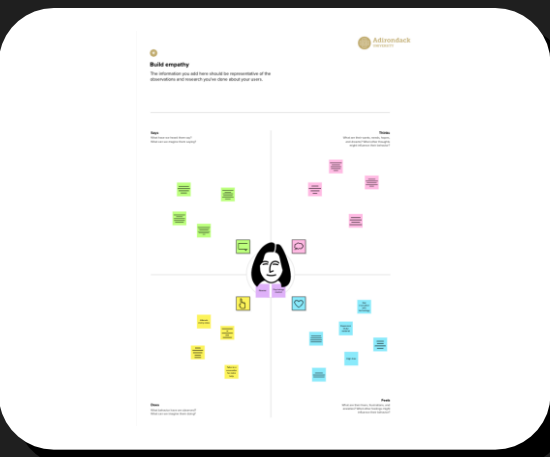# Empathy map

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 imagine them saying?

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

Writes feedback based on their experience.

May recommend or warn friends or family.

Evaluates if your business meets their needs.

Forms an opinion based on reviews and ratings.

Talks about your business on social media or other platforms.

They may recommend your business to others or share their concerns.

Considers how easily they can find the information they need.

Thinks about the reputation and image of your business.

Google My Business Profile

Looks for your business details, including, location, hours, and contact information.

Compares the quality and quantity of reviews.

Discovering your offerings can create excitement and a desire to visit.

Positive reviews invoke trust, and trust is a powerful emotion.

Views images to get a sense of your business.

Sees if there are any recent updates or posts on your profile.

Finding easy access to your contact information offers comfort and security.

They hope to find not just information but an experience.

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?

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example