

EMPATHY MAP



An empathy map is an overview of insights of what people do, say, think, and feel when they are engaged in doing something. The purpose of an empathy map is a collaborative understanding of the people you design for.

CONTEXT

What is the situation?

WHO?

Who are we empathizing with?

WHAT do they need to DO?

What is the job to be done?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What do they want, what are their needs, hopes, and dreams?

