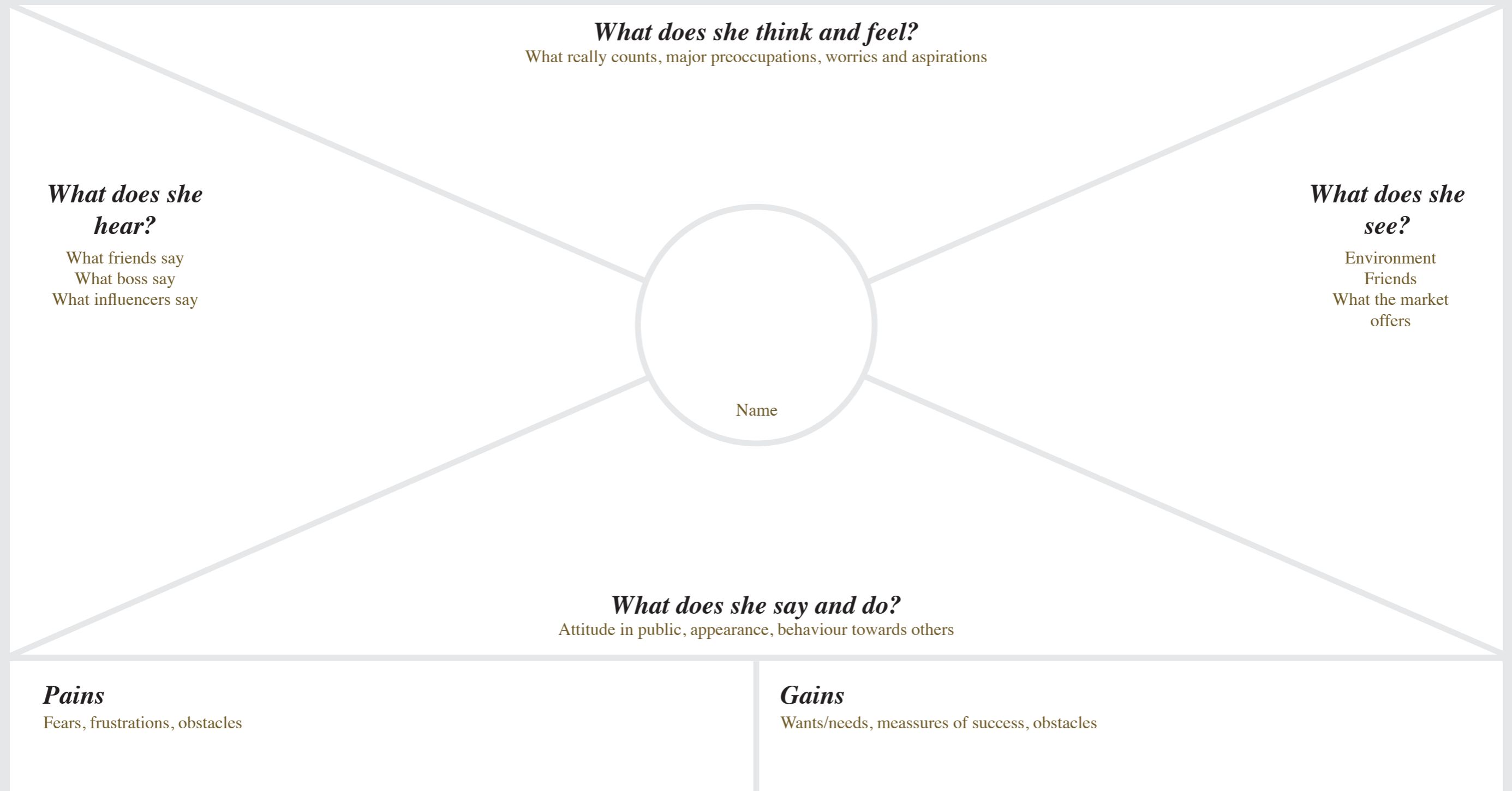


## Empathy map

Empathy maps are a simple, powerful tool to build understanding of your users. Filling out this template will bring you closer to the user you want to help. You typically draw upon insights from real life observations and interviews, but you can also take a best guess and qualify afterwards. Try not to think about solutions at this stage and instead just tap into understanding your user. Start by given your user a name and perhaps a face and then go from there.



The diagram is an empathy map template. It features a central circle labeled "Name". Four lines radiate from this circle to four quadrants, each with a heading and a list of prompts. The top quadrant is "What does she think and feel?", the left is "What does she hear?", the right is "What does she see?", and the bottom is "What does she say and do?". Below the main map are two boxes: "Pains" on the left and "Gains" on the right.

**What does she think and feel?**  
What really counts, major preoccupations, worries and aspirations

**What does she hear?**  
What friends say  
What boss say  
What influencers say

**What does she see?**  
Environment  
Friends  
What the market offers

**What does she say and do?**  
Attitude in public, appearance, behaviour towards others

**Pains**  
Fears, frustrations, obstacles

**Gains**  
Wants/needs, measures of success, obstacles

