

Empathy Map

Project Name:

Iteration:

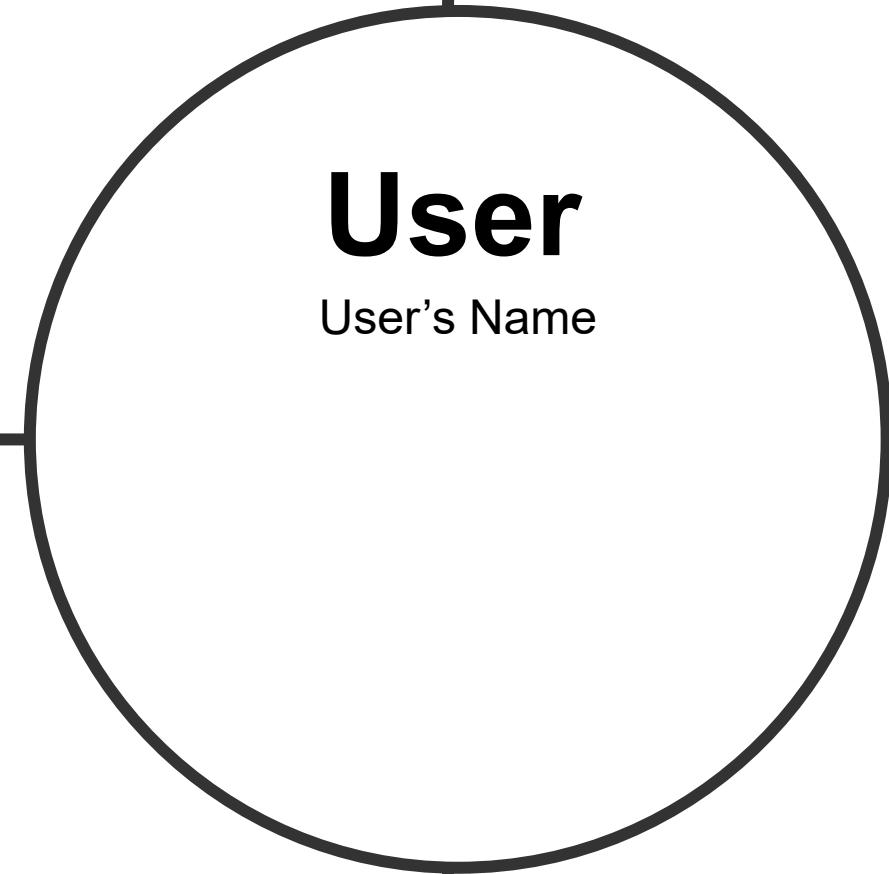
Date:

Says

What is the user saying? Include direct quotes from interviews or studies.

Thinks

What is the user thinking? Use research to consider the user's thoughts.



User

User's Name

Does

What is the user doing? Include how they are doing things.

Feels

What is the user feeling? Observe how the user feels about the experience.