Empathy maps

Worksheet

Empathy maps

An empathy map is a collaborative visualization used to articulate what is known about a particular type of customer or user. It externalizes knowledge about customers to:

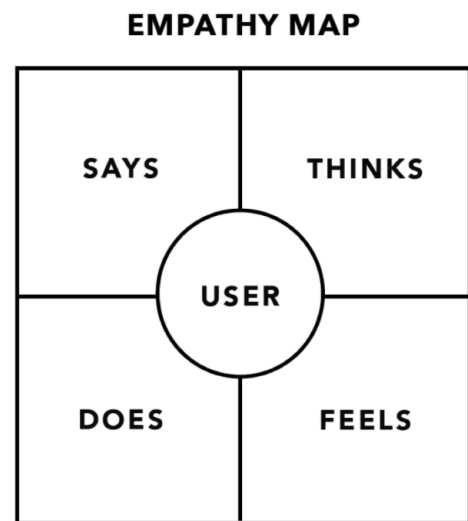- Create a shared understanding of user needs
- Help with decision making

EMPATHY MAP

SAYS   THINKS

USER

DOES   FEELS

NNGROUP.COM   NN/g

Define your customer:

Says:

Thinks:

Does:

Feels:

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