

Instructions:

Fill in each section with insights about your users. Pay attention to pain points, frictions, as well as success areas.

what do they say?

What users say directly. Share quotes and actual terms they used during interviews or surveys.

what do they think?

Users' thoughts when they interact with your product or service. Include what goes unsaid.

Identify and describe one end user or customer

what do they feel?

Users' emotions before, during, and after using your product or service.

what do they do?

Actions or tasks users take. See where your product or service can make improvements.

empathy map

