

THE CUSTOMER EMPATHY MAP

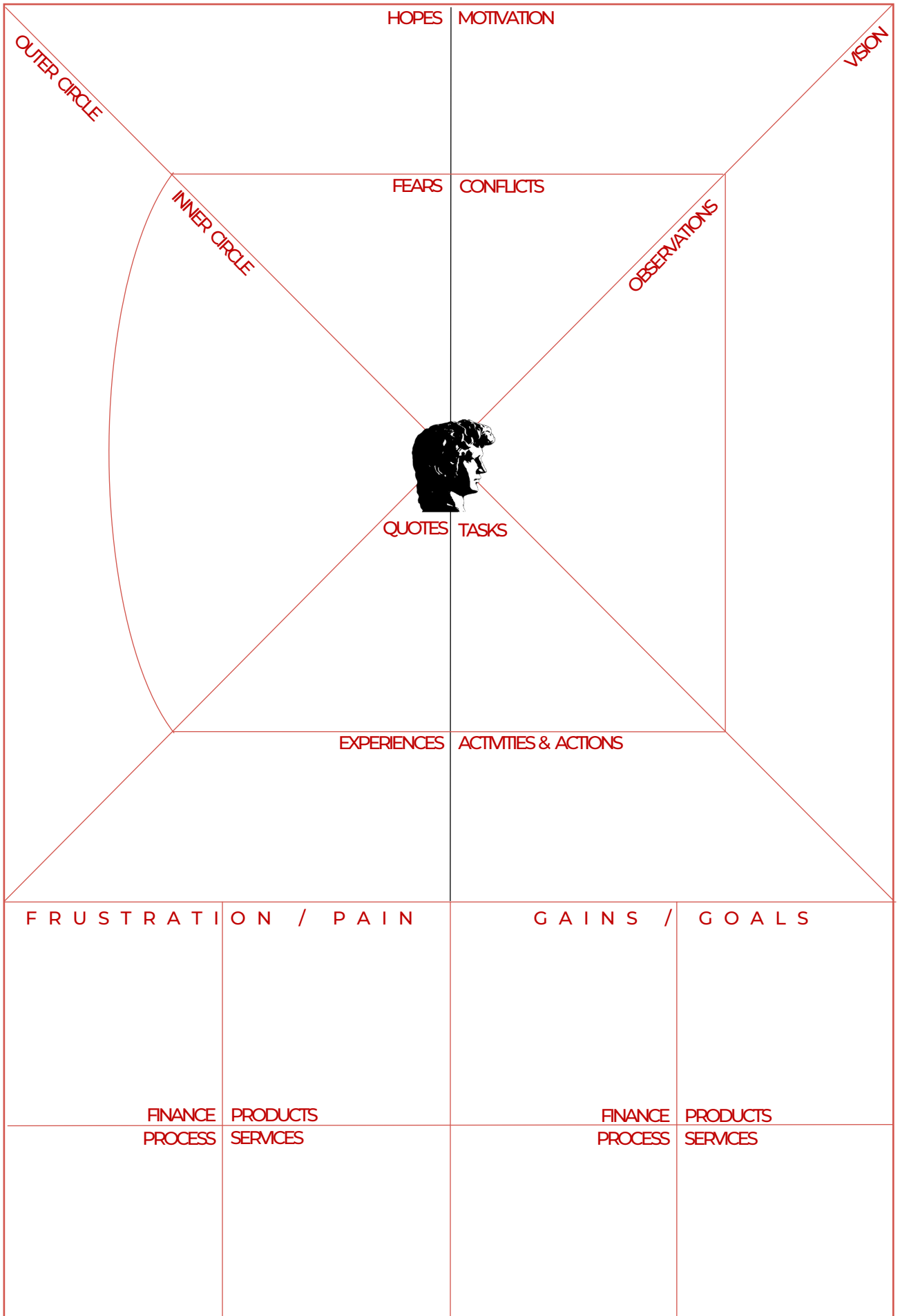
An empathy map is a widely used visualization tool in UX and HCI practice. In terms of empathic design, the main purpose of an empathy map is to bridge the understanding of the end user.

The empathy map holistically visualizes the profile of a target audience. With the four key clusters of "Listening", "Seeing", "Feeling & Thinking", and "Saying & Doing", you see your customers through different eyes, so you can better understand, comprehend, and predict their desires and behaviors.

FEEL & THINK

HEAR

SEE



SAY & DO