



Empathy Map

Worksheet

SAYS

what the user says out loud ex. *"I didn't understand what to do from that point on."*

THINKS

what the user is thinking throughout the experience. ex. *"This is really annoying."*



DOES

the actions the user takes. ex. *"They distract their attention and start looking outside the windows"*

FEELS

the user's emotional state. ex. *"Annoyed: the others don't listen enough to them"*