

Persona Empathy Map

Visualize what the persona sees, thinks, feels, says and does to empathize with their experience.

1. WHAT DO THEY SAY?

What have we heard them say?
What can we imagine them saying?

2. WHAT DO THEY SEE?

What do they see in their immediate environment?
What are they watching and reading?



4. WHAT DO THEY DO?

What did they do today?
What behavior can we observe?
What can we imagine them doing?

3. WHAT DO THEY THINK & FEEL?

What is on the Persona's mind?