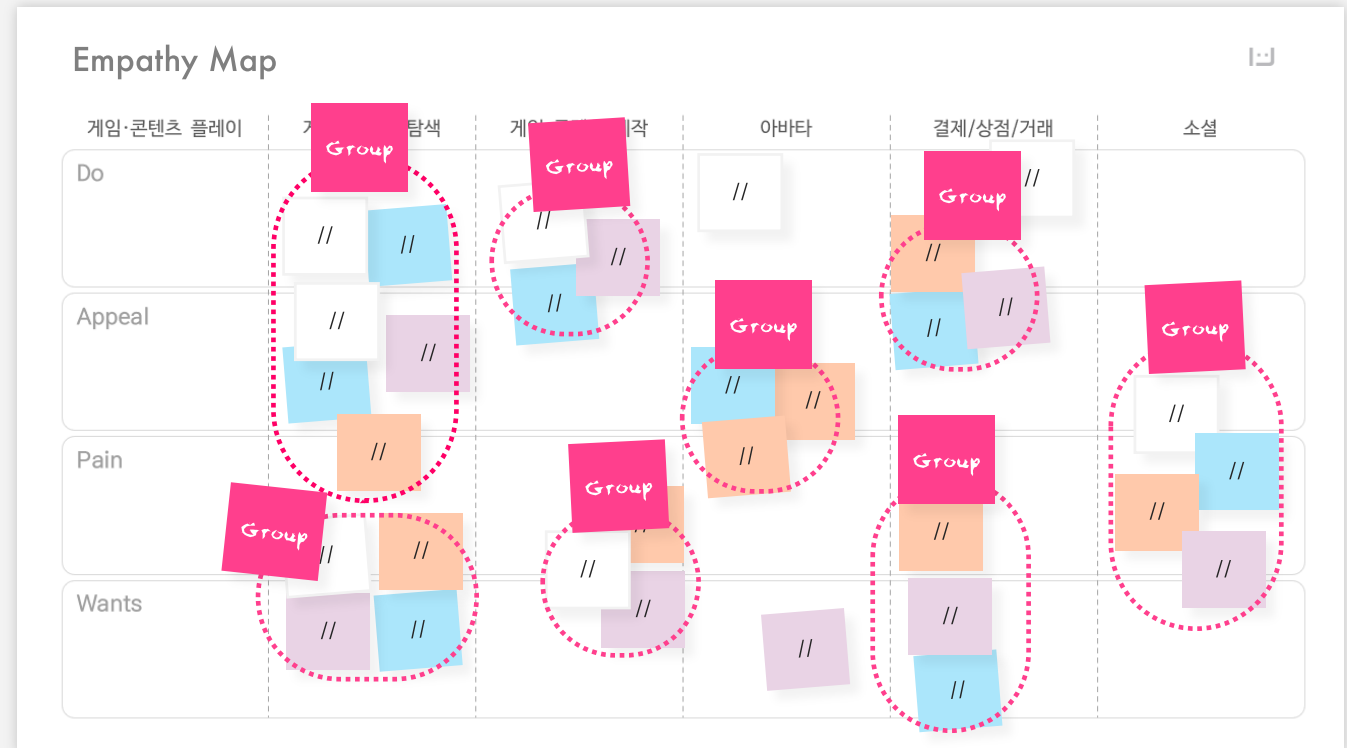# Empathy Mapping:

What is an empathy map?

We use an empathy map to...

❑ Create the A.P.W (Appeal · Pain Points · Wants) of each persona using a service.

❑ Gain a deeper understanding of the persona's inner thoughts and behavior

❑ Align your understanding of how users engage with a service with peers.

An empathy map is used to gain a deeper understanding of a specific user group's thoughts, feelings, needs, and experiences.

Empathy Map

Persona:

Do

Appeal

Pain Points

Wants

Empathy Mapping:

Appeal · Pain Points · Wants

Appeal — Attractive and compelling features of a product that entice users

Pain Points — Challenges, frustrations, and obstacles faced by users using a product

Wants — Specific desires, preferences, and expectations of users for a product

Needs — The underlying intrinsic needs behind Appeal · Pain Points · Wants