Empathy mapping

What does your user *think* and *feel*?

How does your user feel about their health condition?
What are the most important health-related elements?
What are the negative thoughts described?
What are the positive thoughts described?

What does your user *hear*?

Which health professionals does your user listen to?
Whose opinion does your user value?
What media sources influence your user?
Who does your user hear from?

User Name:

_____

Age: _____

No. of years with health

condition _____

What does your user *see*?

What external factors impact your user?
What people, places or activities influence them?
What is your user watching or reading?
What health resources are they interacting with?

What does your user *say* and *do*?

How does your user manage their condition?
What are the behaviours and attitudes of your user?
How have they adapted, changed or responded to their condition?
What actions have they taken?