



This template guides an Empathy Interview by mapping user context, key questions, journey stages, and synthesizing needs and insights.

EMPATHY INTERVIEW & JOURNEY MAP



DT-EI-JMT-03

TEMPLATE

1 Project interview Context

Project Title:
Date and Time:
Team/Interviewer:
Interviewee Name:
Age/ Occupation:
Interview Goal:
Personal Notes

1

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USER NEEDS: Based on the Pains and Gains, what are the core, unmet needs of the user? (e.g., "The user needs a quick way to verify...")

KEY INSIGHT: What is the surprising, non-obvious learning about the user? (e.g., "We realized the user values speed over accuracy when...")

2

Question Map

What? (The Object/Topic involved)

Who? (The People involved/interacting)

Subject: _____

How? (The Actions/Method used)

When? (The Timing/Frequency of the actions)

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User Journey Mapping & Observations

CATEGORY	STAGE 1: BEGINNING/TRIGGER	STAGE 2: ACTION/ENGAGEMENT	STAGE 3: GOAL COMPLETION	STAGE 4: POST-USE/REFLECTION
FREQUENCY/HABIT (E.G., ALL THE TIME, OFTEN, SELDOM)				
PAINS 😞 (FRUSTRATIONS, OBSTACLES, WORRIES)				
GAINS 😊 (SUCCESSES, MOTIVATIONS, DESIRED OUTCOMES)				