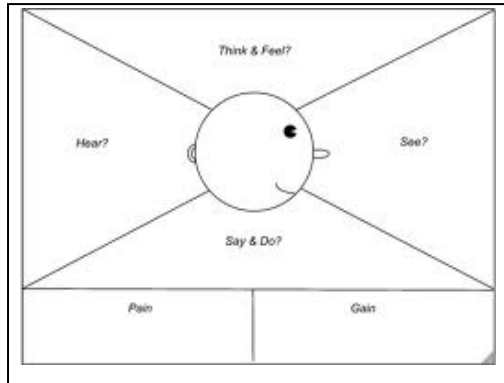


Empathy Map

A first step in Design-thinking



The empathy map was created as a tool to help you gain understanding for a targeted persona. Thus you can use it when you want to deliver a better user experience of your product/ service. In the process, the exercise can also help you identify the things you don't know about your users yet so you can carry out new research to fill in those gaps.



Target/Purpose

Target: Co-designing a community, space, event or organisation

Purpose: to understand the (potential) user perspective and needs



Requirements

Empathy Map template

Sticky Notes



Output

Visualising user attitudes and behaviours in an empathy map helps user experience teams align on a deep understanding of end users. The mapping process also reveals any holes in existing user data.



Time

20-90 minutes (depending how well you know and how diverse are your users)

Step 1

Before you start, identify which customers you try to serve and define general profiles. Select one candidate for your first empathy map. Give this customer a name and some demographics.

Step 2

Tasks:

What task/s is your customer trying to complete?
 What questions are they seeking answers to?

Step 3

Feelings:

How is the customer feeling about the experience? What really matters to them?

Step 4

Influences :

What people, things or places may influence how the user acts?

Step 5

Pain Points :
What pain points is the customer experiencing that they hope to overcome?

Step 6

Overall Goal :
What is the user's ultimate goal? What are they trying to achieve?

Step 7

When the map is full, try to identify needs. Create a list outside the map.

Needs are activities and desires with which your user could use help, so it is better to use verbs to describe them.

Needs may arise directly from what you noticed or from contradictions between the sections in your empathy map or come out of the conversations among members while completing the map.

Resources:

- **Empathy Map canvas (template):** <https://gamestorming.com/wp-content/uploads/2017/07/Empathy-Map-Canvas-006.pdf>
- **Stanford D-School instructions:** https://dschool-old.stanford.edu/groups/k12/wiki/3d994/empathy_map.html
- **Intro to Design-thinking:** <https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf>
- **UX perspective, empathy mapping applied:** <https://www.uxpin.com/studio/blog/the-practical-guide-to-empathy-maps-creating-a-10-minute-persona/>
- **Intro to Empathy:** <https://open.buffer.com/empathy/>
- **Further explanation/tools:** <http://www.esiiproject.eu/moduli/modulo-3/unit-1/>

Successful cases:

- **Engaging youth in solving social issues:** <https://uxdesign.cc/bluefuture-app-ux-case-study-of-a-better-way-to-engage-youth-in-solving-social-issues-f9680a5868d4>
- **Design-Thinking applied to a NGO:** <https://blog.usejournal.com/impact-a-case-study-about-design-thinking-for-helping-who-help-359f09d4132>