

## Empathy Map

Designing great experiences starts with a deep understanding of the people for whom you are designing. By creating and using empathy maps we are able to step into the customer's shoes, understand their related emotions and discover the underlying opinions and motivations that drive behaviors.

### How to use an Empathy Map

- 1** Start by creating a four quadrant layout on paper or a white-board. Title each quadrant with one of the four category title signs (Say/Do) and (Feel/Think).
- 2** Review the notes, audio and video from your fieldwork and observations. Stick research "Post-Its" under each respective topic, starting with the explicit (Say/Do) and then the implicit (Feel/Think) for each observation. What did this person:
  - Say? (statements and quotes)
  - Do? (actions and behaviors)
  - Feel? (deduce emotions using words and facial expression)
  - Think? (infer beliefs, motivations, logic, e.g. "if I do this, then...")
- 3** Next, identify your customer needs. Review the "Post-its" on the map to uncover implied human emotional or physical necessities. These are your customers "needs". Identify needs directly out of the user traits you noted, or from contradictions between two traits – such as a disconnect between what they say and what they do. Use the Needs Assessment document to help frame the conversation and write down those needs on the side of your Empathy Map.
- 4** Finally, identify any customer insights. Look for patterns across customers, then assemble related insights and observations. Note any "a-ha" moments and perceptions for further examination.

### Process Phase



**understand**

ideate

experiment

**Time**

15 minutes

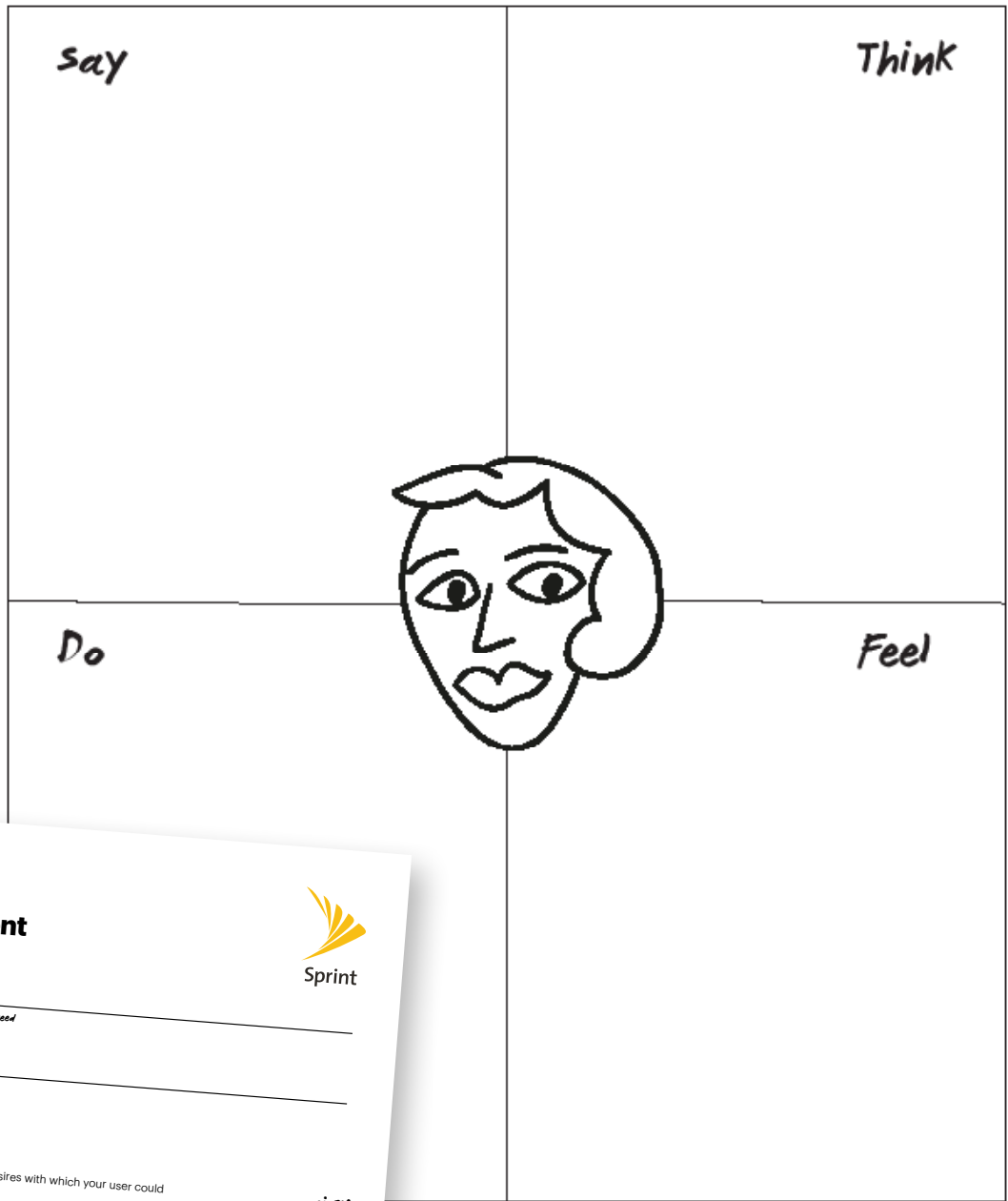
**Level**

Easy


**Materials**

Sharpies, Post-it Notes, Large Paper or White Board





**Needs Assessment**



Sprint

\_\_\_\_\_ needs to \_\_\_\_\_  
*user* *user's need*

because \_\_\_\_\_  
*insight*

Remember: Needs are verbs (activities and desires with which your user could use help), not nouns (solutions).

Design Thinking

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[www.sprintdesignthinking.com/tools/NeedsAssessment.pdf](http://www.sprintdesignthinking.com/tools/NeedsAssessment.pdf)

More Resources:

[www.sprintdesignthinking.com/tools.html](http://www.sprintdesignthinking.com/tools.html)