## **EMPATHY MAP**

- Empathy maps are a great way of gaining a deeper, more holistic understanding of how our users experience things.
- Use this template to help you summarize your learnings about your users' needs and pain points by stepping into their mindset after doing field research.

## **DEFINING** ■ Review your notes, pictures, audio, and video from your research/fieldwork and fill out each of the four quadrants I prefer traditional If the sensors don't work, won't this bins; this is too complicated Is this I don't understand Is this system designed for technology what the blinking actually improving younger people, not waste collection? even reliable? lights mean. i like the idea, I don't want to but it needs to touch the bin, but work better what if it doesn't SAYS THINKS Frustrated when the DOES Some users avoid FEELS bin does not open the bins due to as expected. confusion. Others try multiple Confused about When the bin Skeptical about times, waving their how the LED whether the system doesn't open, some hands or moving signals work is actually effective leave trash beside it around to trigger th Younger users might Curious but hesitant attempt to figure out the LFD indicators. to fully trust the technology while older users ignore them.

## 2 SYNTHESISE THE USER'S NEEDS AND FORM INSIGHTS

- Identify needs based on contradictions between two attributes, such as a disconnection between what a user says and what the user does.
- You can also synthesize insights by asking yourself: "Why?" when you notice strange, tense, or surprising behavior.



## NEEDS

"As a \_\_\_\_\_ (user type) I want / need to \_\_\_\_ (desire) so that I can \_\_\_\_\_ (result)."

Reliable Functionality – Users need the bins to open consistently and without delay.

Clear Communication – Users need easy-to-understand indicators, such as simple color-coded lights or voice prompts.

User-Friendly Design – The bins should be intuitive, ensuring all age groups can use them comfortably.

Trust in Technology – Users need confidence that the system improves waste management rather than complicating it.

"I wonder if this means that \_\_\_\_ (persona / character) wants \_\_\_\_ (action/situation) because \_\_\_\_ (aim, need, outcome) but \_\_\_\_ (restriction, obstacle friction)"

**INSIGHTS** 

Technology Must Be Reliable to Gain Trust..

Simplicity Enhances Usability

**Education Drives Adoption** 

Backup Solutions Are Essential

Frustration Leads to Misuse

Early Challenges Can Hinder Long-Term Success