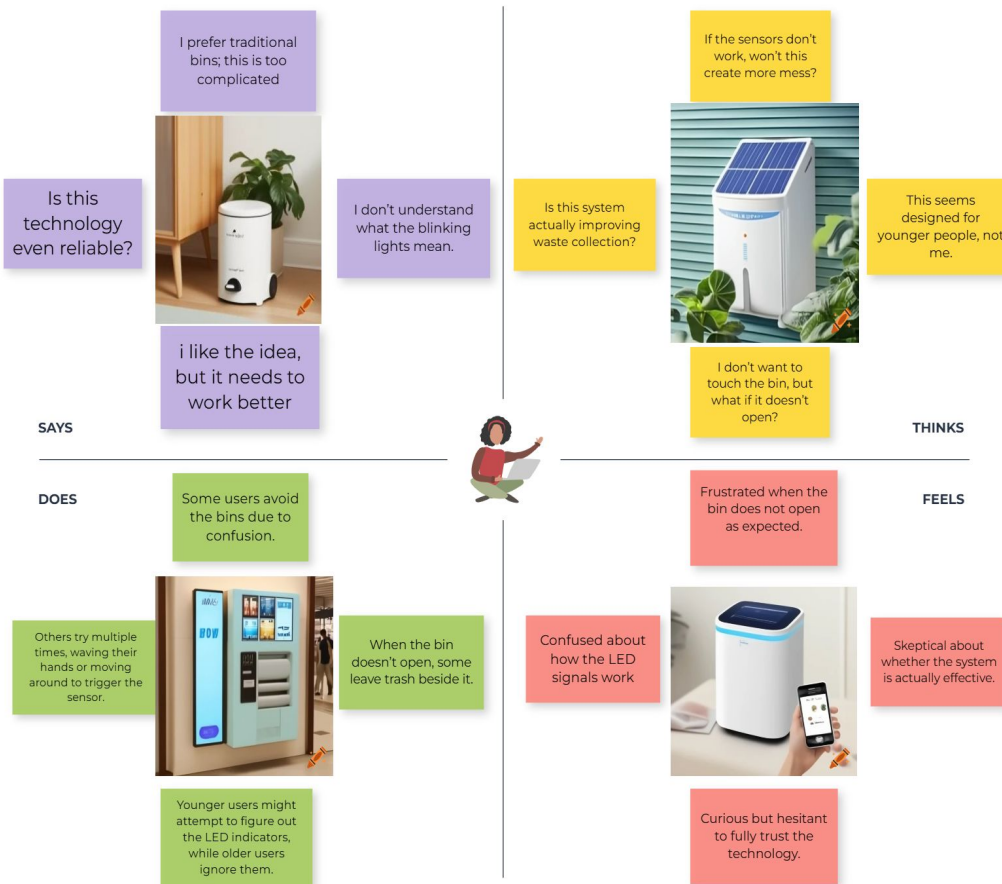


EMPATHY MAP

- 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.

1 DEFINING

- Review your notes, pictures, audio, and video from your research/fieldwork and fill out each of the four quadrants.



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.

INSIGHTS

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

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