PRACTICAL FILE

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Introduction of empathy map

The Classical Empathy Map is a widely used design-thinking tool developed by Dave Gray (founder of XPLANE). It helps organizations, designers, marketers, and product developers better understand their customers or target audience. It is called "classical" because it refers to the original 4-quadrant version of the empathy map, which has been foundational in customer-centric strategy building.
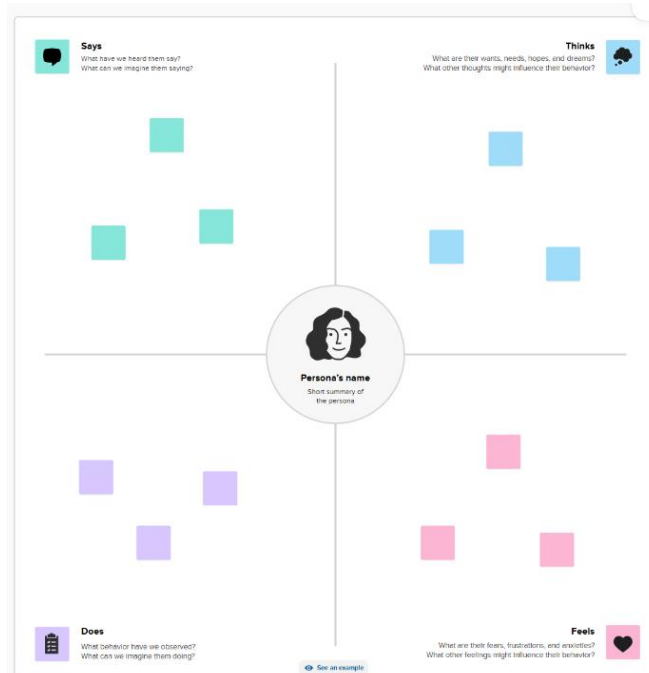
At its core, the empathy map is about visualizing what a customer thinks, feels, says, and does in a given situation. Unlike market research data that only focuses on demographics or behaviour, the empathy map emphasizes the psychological and emotional dimensions of users. By doing so, it helps bridge the gap between the product/service and real human needs.

Structure of the Classical Empathy Map

The classical empathy map is usually represented as a canvas divided into four quadrants surrounding a sketch or symbol of the "user/customer." Each quadrant answers a specific question about the user's experiences:

1. Says – What does the user explicitly say in interviews, conversations, or feedback?

2. Thinks – What occupies the user's thoughts and concerns, even if they don't verbalize it?

3. Does – What actions and behaviours does the user perform in real situations?

4. Feels – What emotions drive or hinder the user in the given context?

This four-part model captures both external expressions (says/does) and internal states (thinks/feels), creating a holistic view of the customer.

Components of the Classical Empathy Map

a) Says

- This quadrant records direct quotes or statements from the user.

- Example: A customer might say, *"This app is too complicated to set up,"* or *"I love how fast the delivery is."*

- Data sources: interviews, surveys, customer support interactions, testimonials.

b) Thinks

- Focuses on the unspoken thoughts, beliefs, and assumptions a customer has.

- These are harder to capture but can be inferred from patterns in behaviour and context.

- Example: A user may think, *"I don't trust online payment fully,"* even if they don't say it aloud.

- Data sources: behavioural studies, observation, contextual inquiry.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

clean and safe restraunts

provide real time GPS tracking of food

low priced but tasty and healthy food

c) Does

- Reflects the actual actions and behaviours of the user in real life.

- Example: Browsing a website multiple times before making a purchase, abandoning carts, or checking reviews before buying.

- Data sources: analytics, user journey mapping, ethnographic studies.

d) Feels

- Focuses on the emotional state of the user—both positive and negative.

- Example: A user might feel frustrated with a slow app, anxious about delivery delays, or delighted when customer service is responsive.

- Data sources: tone of voice in conversations, body language in observations, emotional response studies.

PLICATION

good customer reviews

customers may feel dissatisfied with the overall functioning of the app

the app will resolve most of the problems faced by the customers

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

n example

Purpose of the Classical Empathy Map

The main goals of using this tool are:

- User-Centric Understanding: Moves beyond demographics to understand psychological and emotional drivers.

- Identify Pain Points: Reveals frustrations, barriers, and unmet needs.

- Highlight Motivations: Shows what excites and motivates users.

- Improve Products/Services: Guides teams to align solutions with real user needs.

- Enhance Communication: Provides a shared visualization that teams can collaboratively build upon.

Applications of the Classical Empathy Map

- Product Design: Helps UX/UI designers create intuitive interfaces.

- Marketing: Enables marketers to craft messages that resonate emotionally.

- Customer Experience (CX): Improves service design and customer journey mapping.

- Innovation Workshops: Used in brainstorming sessions to generate user-centered ideas.

- Business Strategy: Aligns leadership decisions with customer expectations.

Example

- Suppose you are mapping the experience of an online food delivery app user:

- Says: "The app is easy to use, but delivery takes too long."

- Thinks: "Maybe I should try another app with better ratings."

- Does: Frequently checks delivery time, compares prices with competitors, leaves reviews.

- Feels: Excited when food is discounted, frustrated when orders are late.

- This map can guide the business to reduce delivery time, improve tracking features, and launch loyalty rewards, directly addressing user needs.

Says

What have we heard them say?
What can we imagine them saying?

- wanting free delivery options
- looking for coupon discounts
- asking for 24 hours service

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- clean and safe restraunts
- provide real time GPS tracking of food
- low priced but tasty and healthy food

FOOD APPLICATION

Does

What behavior have we observed?
What can we imagine them doing?

- compare price with others
- looking for the better quality and after sale services
- ensure timely deliveries

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

- good customer reviews
- customers may feel dissatisfied with the overall functioning of the app
- the app will resolve most of the problems faced by the customers

See an example

More examples of an empathy map

problem

need

Facilita

students forget their homework

teachers have to remind them repeatedly

parents say that their students dont remember their homework

they need an application where the homework can be assigned and reminder will be there

homework planner

week planning and a different portal for parents

automatic reminder

it will help students to get reminded of their homeowrk

test schedule

test scores will be annouced

it will help them to revise their test accordingly

it will help parents to interact with teachers and check their childerns score and their progress

creation of application

application working

See an example

Says
What have we heard them say?
What can we imagine them saying?

internet keeps disconnecting

teacher goes too fast I can't follow

i often miss the meeting link

difficult to understand through videocalls

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

worried about grades

if i fall behind i might fail the exam

maybe the teacher wont understand my problem

will online learning really help me learning?

problems in online classes
Short summary of the persona

turns off camera and mike to hide lack of engagement

try to make notes

rewatch recorded lectures

seek help from friends instead of teachers

multitasks during the class

lonely due to lack of peer interaction

frustrated due to network issues

nervous about exam performance
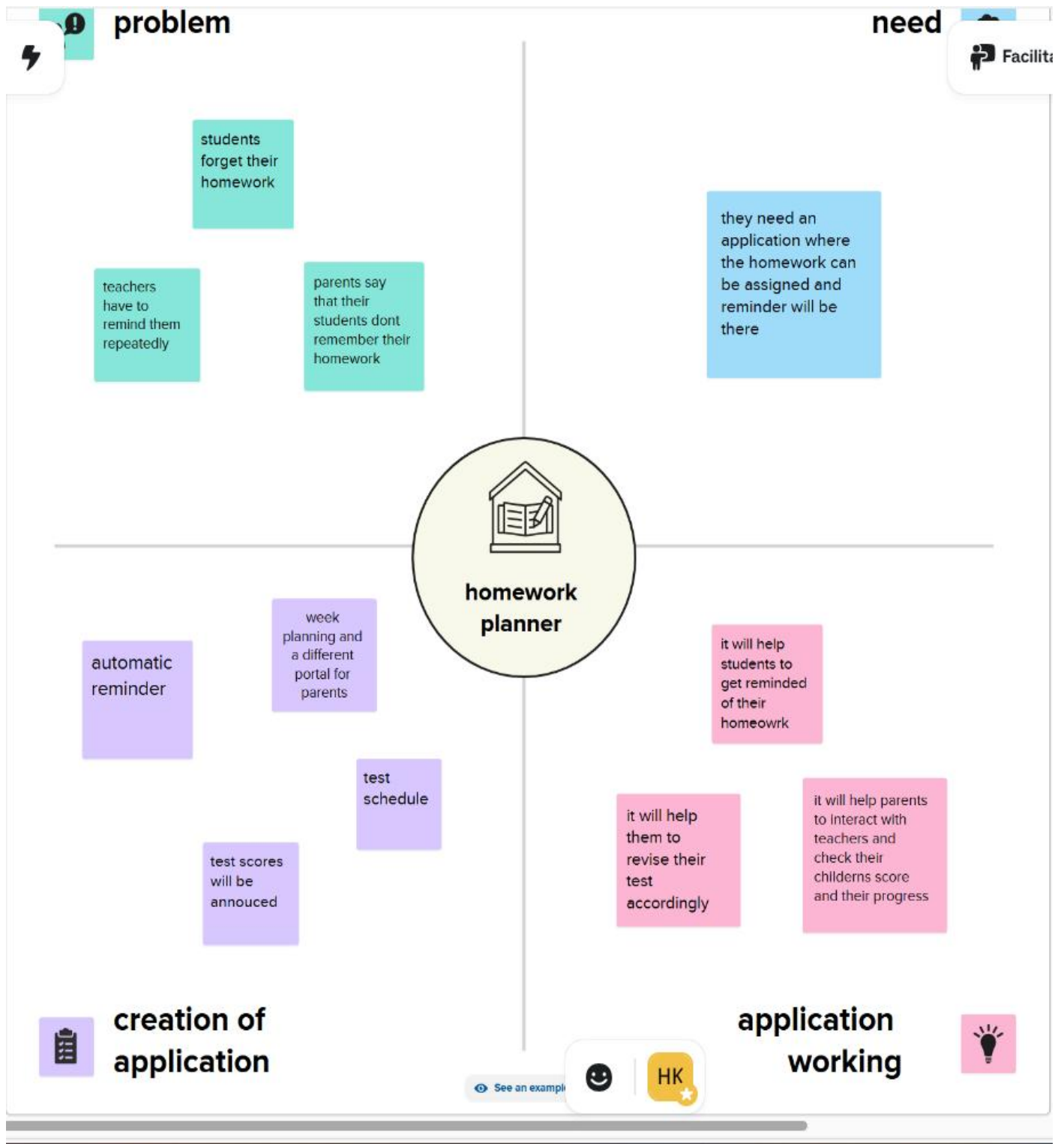
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What can we imagine them doing?

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See an example

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problem
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What can we imagine them saying?

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Fa

cheaper rates of the tickets

app security should be enough to safeguard debit/credit card details

app UI should be easy to understand/use

should provide full refund on the cancellation of the ticket

should provide tempting discounts

should have online payment option accompanied with discounts

complementary snacks and drinks

getting desired seat

special VIP parks to frequent customers(additional benefits like complementary food etrc.

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online tickets application

may seek good discounts for bulk booking of tickets

compare prices from different sites

may recommend app to others in the family and friend circle

may give 5 star rating to the app

may feel satisfied with the service

check for available seats for ex- middle seat;corner seat)

check fro available discounts and deals benefit

may feel dissatisfied with the overall service

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
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See an example

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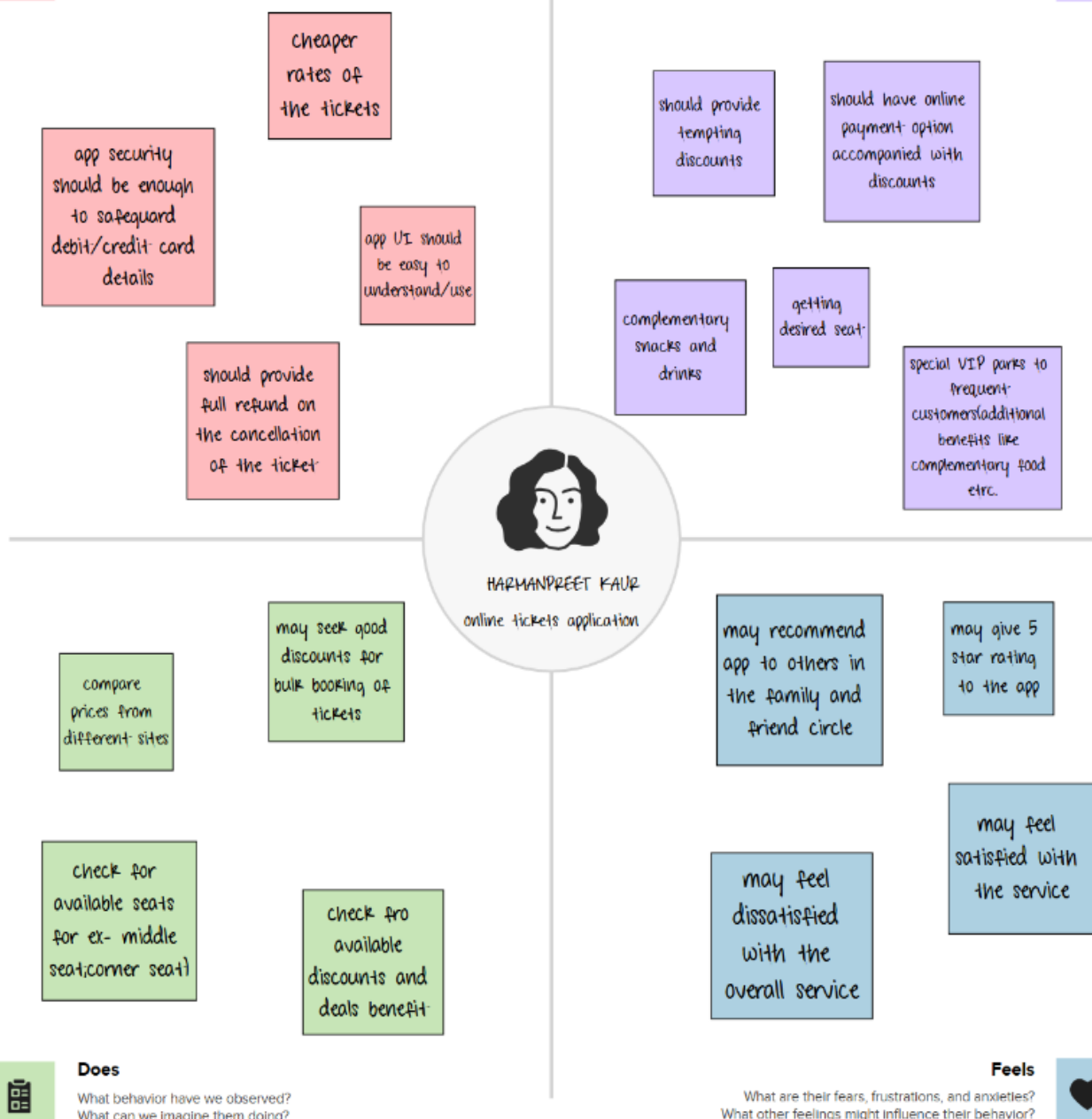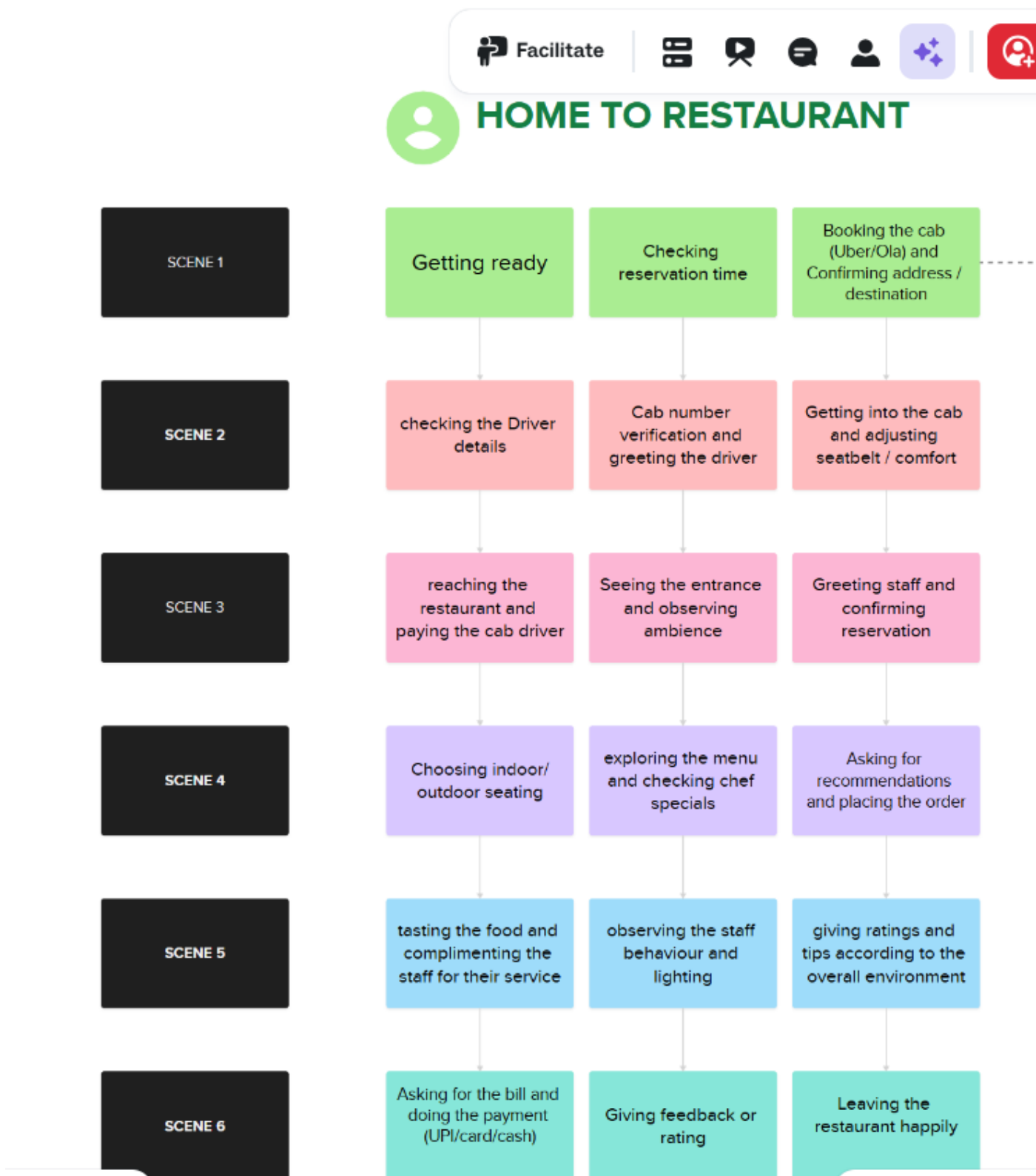# Introduction to brainstorming

Brainstorming is a creative thinking technique used to generate a wide range of ideas or solutions for a particular topic, problem, or situation. It encourages open thinking, free flow of thoughts, and imagination without worrying about correctness or judgment. The main idea behind brainstorming is that when people think freely and share whatever comes to their mind, more ideas are produced, and new possibilities can be discovered.

This method is commonly used in planning, problem-solving, project work, writing, and group discussions. It helps individuals break away from limited thinking and explore multiple angles of a topic. Brainstorming can be done individually or in groups, and it usually starts with a central theme, from which related ideas are added in the form of keywords, phrases, or mind maps.

The purpose of brainstorming is not to find a perfect answer immediately, but to create a pool of ideas that can later be refined, organized, and developed into effective solutions. Because it focuses on creativity and open thinking, brainstorming is considered one of the most valuable techniques for learning, planning, innovation, and decision-making.

Next are the two examples of brainstorming on the 'brainwriting' template.

1. Going from home to restaurant

Facilitate

HOME TO RESTAURANT

SCENE 1	Getting ready	Checking reservation time	Booking the cab (Uber/Ola) and Confirming address / destination
SCENE 2	checking the Driver details	Cab number verification and greeting the driver	Getting into the cab and adjusting seatbelt / comfort
SCENE 3	reaching the restaurant and paying the cab driver	Seeing the entrance and observing ambience	Greeting staff and confirming reservation
SCENE 4	Choosing indoor/ outdoor seating	exploring the menu and checking chef specials	Asking for recommendations and placing the order
SCENE 5	tasting the food and complimenting the staff for their service	observing the staff behaviour and lighting	giving ratings and tips according to the overall environment
SCENE 6	Asking for the bill and doing the payment (UPI/card/cash)	Giving feedback or rating	Leaving the restaurant happily

2. Going from home to nearby airport

HOME TO AIRPORT

Getting ready and packing essentials	Checking flight timing & documents	Final checklist (ID, tickets, luggage)
Booking or arranging transport	Locking the house	Stepping out with luggage
Short drive/cab ride	Light traffic or busy roads	Checking estimated arrival time
Spotting the terminals	Unloading luggage	Entering departure gate
Security checks and baggage drop	Boarding pass verification	Waiting area / browsing shops
Moving to the boarding gate	☺ HK	Standing in queue and entering the aircraft

Weekly 1-1 meeting

How are you feeling this week?

video related ideas

What's good, exciting, or impactful?
What's bad, difficult, or upsetting?

the app should allow video uploading and streaming smoothly	the platform should allow live video sessions without lag
it should have an option to download videos for offline use	the app should support video collaboration features

feature related suggestions

What would you like to focus on this week?

the app must have a return or resubmission option	notifications should be available for deadlines and events
it should allow scheduled meetings between students and faculty	faculty should be able to send reminders

documents and assignment related

Questions or curiosities?
Action items we should document?

the app should allow easy document sharing and uploading

the app should help keep records of students' submission

faculty should be able to track assignment submissions

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See an example