Empathy Map

Cultivating Empathy

What it is

User Empathy Mapping is a great way to visualize what your users' need to help ground your team. Cultivating empathy, and putting ourselves in the shoes of our users is the best first step to impactful product design.

This exercise could also be flipped to instead better understand the needs of a team, or key stakeholder on a project that needs some TLC, etc.

How to use it

People: 2 - 10+

Length: 20 - 30 minutes

- 1. Ahead of your workshop, define what user group you will focus on
 - a. Select a visual that portrays them
 - b. Add details of what you know up-front so your team has the same mental model of who you're defining
- 2. Gather together cross-functional key people who have insight into this user group and work together across each quadrant to answer what they're saying, thinking, feeling, and doing
- 3. Take a step back and analyze / synthesize what you see are there gaps, patterns, trouble spots to address?

- . Front-loading an empathy mapping session with known research can help bolster your workshop exercise. This also helps to ensure your user isn't defined with just adhoc knowledge.
- . This can be a great jump-start to defining your users, but don't stop with this exercise - seek to validate / invalidate what you've identified, and as you refine your understanding consider creating a user persona as a next step to really rally your teams around.





AVATAR - Select an illustration that represents your user group (we use the built-in IconFinder in Miro)









DETAILS - What are the basic things that define this group?







Quadrants



SAYING - What the user says about the experience. Use real quotes from users where you can.



THINKING - What is the user thinking about when interacting? What occupies their thoughts? What matters?



FEELING - How does the user feel about the experience? What worries or excites them? What is painful / frustrating?



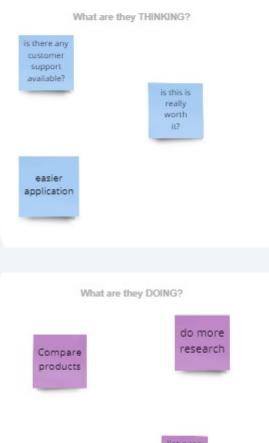
DOING - What actions does the user take to reach their goal? What behaviors have you noticed or are aware of?



What are they FEELING?

this was

a great





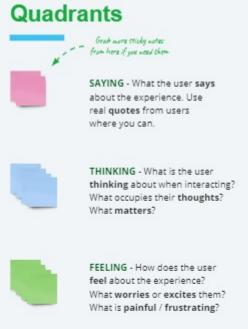
Completed Example



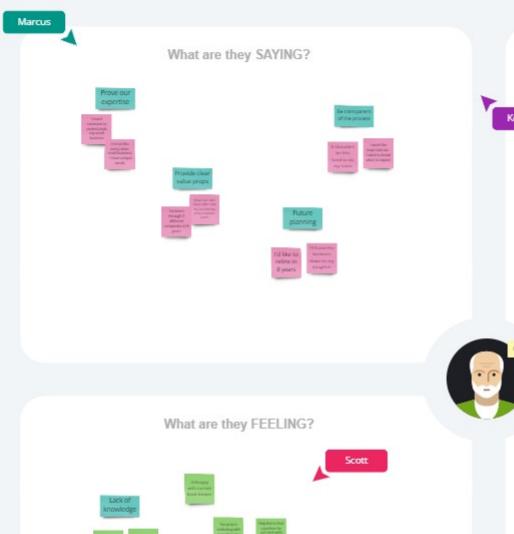


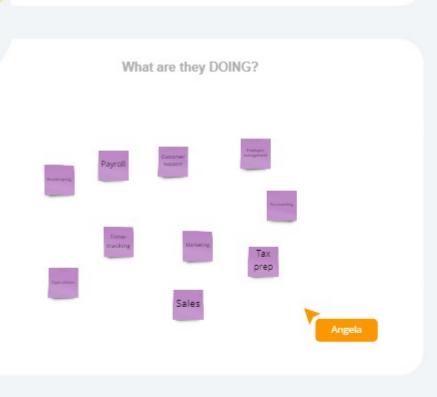
DETAILS - What are the basic things that define this group?





DOING - What actions does the user take to reach their goal? What behaviors have you noticed or are aware of?





What are they THINKING?