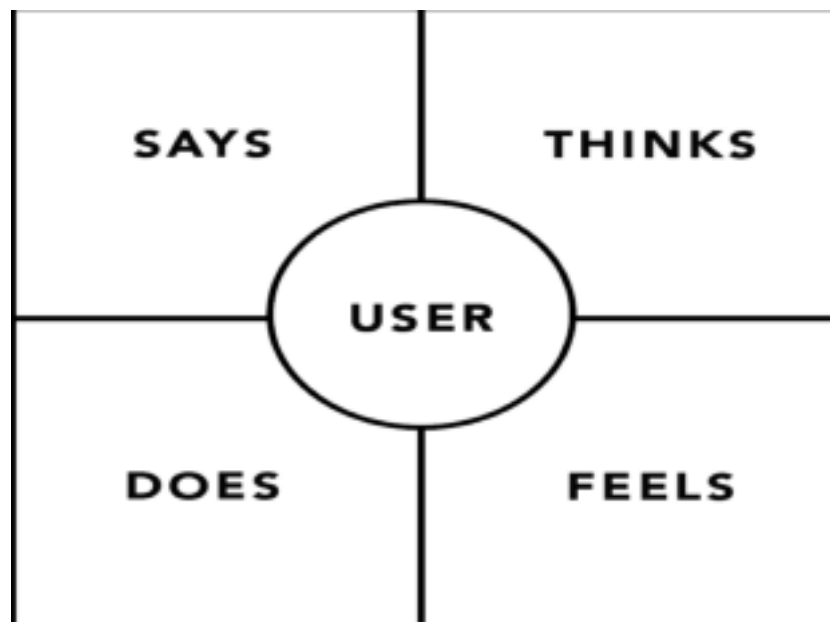


## EMPATHY MAPPING

An empathy map is a widely-used visualization tool within the field of UX and HCI practice. About empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end-user. Within the context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user-centered solution.

Empathy maps should be used throughout any UX process to establish common ground among team members and to understand and prioritize user needs. In user-centered design, empathy maps are best used from the very beginning of the design process.



- **“Says”** category contains what the user says out loud during research or testing. Ideally, each point is written down as close to the user's original words as possible.
- **“Thinks”** category contains what the user is thinking. While content may overlap with the *Says* category, the Thinks category exists to capture thoughts users may not want to share willingly due to social factors, such as self-consciousness or politeness.
- **“Does”** category contains the user's actions and behaviors. This contains what the user is physically doing and captures what actions users are taking.
- **“Feel”** category contains the user's emotional state in context with their experience. This typically contains information or phrases as to
  - how they feel about the experience.

**SAYS:**

- I was expecting something different
- Is it cost-effective
- I want something reliable

**THINKS:**

- Any other alternative?
- Accuracy and speed of the product?
- How to use it?

**DOES:**

- Ask friends
- Compares product
- Lists pros/cons
- More research

**FEELS:**

- Excited
- Fear
- Anxious
- Who to trust