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Team ID	PNT2022TMID13363
Project Name	Plasma donor application
Maximum Marks	4 Marks

EMPATHYMAP

Empathy maps are "quick and dirty" personas. Generally, empathy maps are low-fidelity works in progress that capture and articulate the facets of a representative user as currently understood and viewed by a team. The facets are thinks, feels, says, and does.

The value of empathy maps:

As your team identifies what they know about the user and places this information on a chart, you gain a more holistic view of your user's world and the problem or opportunity space. By having a more holistic view, you gain insights that add layers of context about the relationships between the users and their experiences. A more holistic view can also reveal the ways in which your user most naturally engages with what your team designs and builds. In other words, your designs should reach out to the user.

Empathy maps can help you do that.

Get started :

Use empathy maps when your team needs to think systematically about users and all of their attributes and dimensions, beyond just their job roles. At the beginning of a release, you can use empathy maps to capture the current state of

knowledge and uncover assumptions that can be tested and validated through research. You can also use empathy maps to capture and organize data that is gathered during user research. Empathy maps provide a structure for talking about users.

Did you know that users are more likely to choose, buy and use products that meet their needs as opposed to products that just meet their wants? An Empathy map will help you understand your user's needs while you develop a deeper understanding of the persons you are designing for. There are many techniques you can use to develop this kind of empathy. An Empathy Map is just one tool that can help you empathise and synthesise your observations from the research phase, and draw out unexpected insights about your user's needs.

An Empathy Map allows us to sum up our learning from engagements with people in the field of design research. The map provides four major areas in which to focus our attention on, thus providing an overview of a person's experience. Empathy maps are also great as a background for the construction of the personas that you would often want to create later.

User empathy mapping:

