

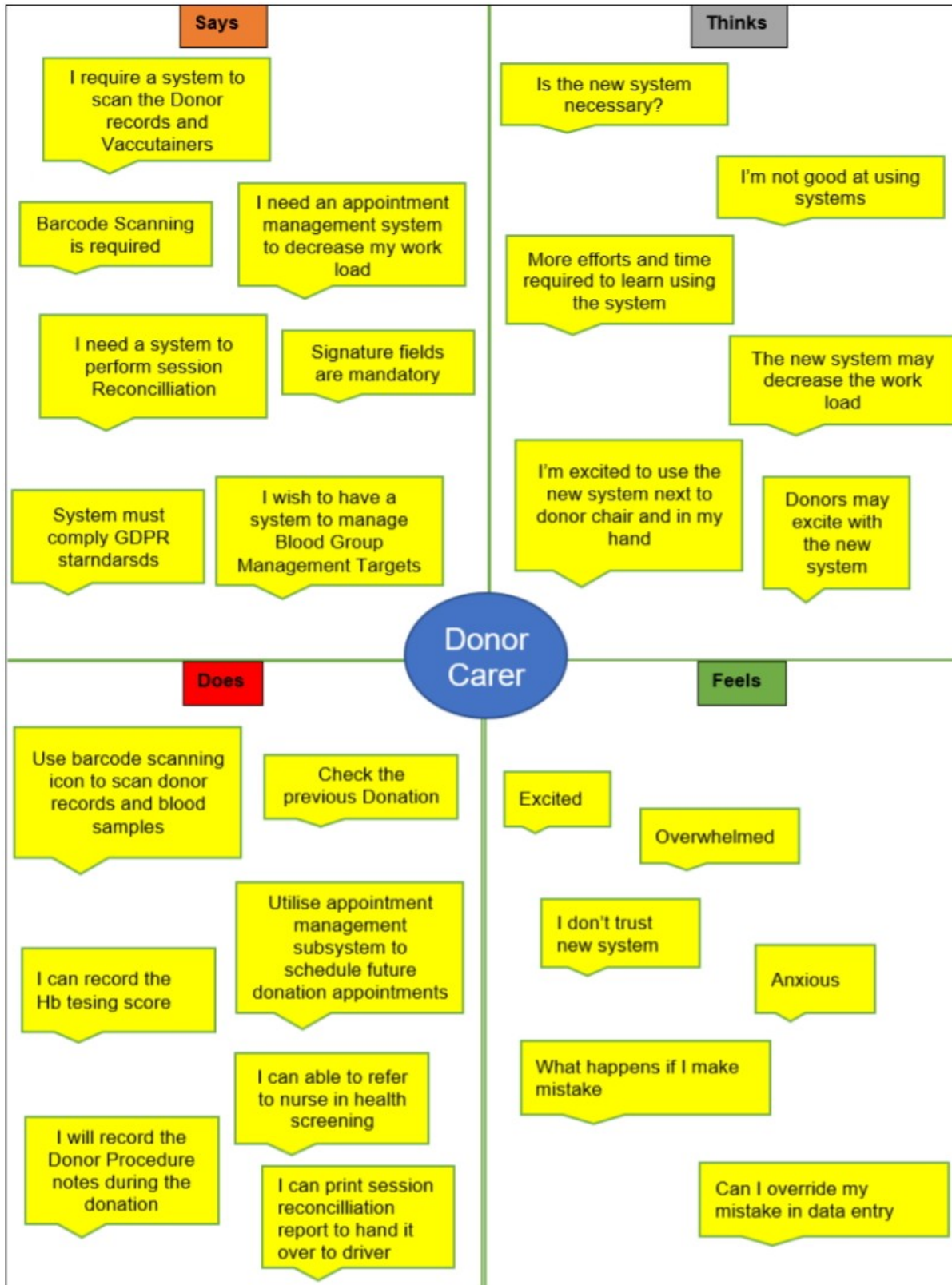
EMPATHY MAP

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.

User empathy mapping:



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.