**EMPATHY MAP**

Assemble your team and have them bring any personas, data, or insights about the target of your empathy map. Print out or sketch the empathy map template on a large piece of paper or whiteboard. Hand each team member sticky notes and a marker. Each person should write down their thoughts on stickies. Ideally everyone would add at least one sticky to every section. You might ask questions, such as:

* What would the user be ***thinking and/or feeling***? What are some of their worries and aspirations?
* What would their friends, colleagues, and boss be likely to say while the user is using our product? What would the user *hear* in these scenarios?
* What would the user *see* while using our product in their environment?
* What might the user be ***saying and/or doing*** while using our product? How would that change in a public or private setting?
* What are some of the user’s *pain* points or fears when using our product?
* What *gains* might the user experience when using our product?

Have the team members speak about the sticky notes as they place them on the empathy map. Ask questions to reach deeper insights so that they can be elaborated for the rest of the team. To help bring the user to life, you may even wish to sketch out the characteristics this person may have on the center of the face. At the end of the session, ask the team members what insights they learned. More importantly, ask them what hypotheses they now have about the users that they’d like to validate.



