

# **PREPARE EMPATHY MAP**

## **Empathy map**

- Empathy is the human ability to identify and understand another person's situation, including the emotions that they are experiencing.
- As the name suggests, an empathy map is a tool that can help you build empathy with your end users by helping you to understand, visualize, and then to articulate what a product team knows about its users.

## **How to use empathy mapping**

- "Empathy maps should be used when designers need to immerse themselves in a user's environment to better understand how exactly the user will interact with a product."
- Generally, a customer empathy map is best suited for the very beginning of the design process (right after initial user research is done). Maps can help structure information about target users in an easy-to-understand way.

## **How to create an empathy map**

### **1. Understand the goal of an empathy map**

- For general understanding of the target audience, or for understanding a specific task or

situation. This understanding will help you to define the scope of your mapping, and this scope will keep you focused while you search for data to fill out your map.

## **2. Invest in user research**

- Before creating anything, it's important to understand who your user is. Good design begins with proper user research, and empathy mapping should be driven by qualitative research.

## **3. Identify gaps in existing user data**

- Empathy mapping isn't about creating nice design artifacts. What it can do, though, is help you to identify gaps in information about your target audience.
- "At the end of the mapping session, it should be clear for stakeholders and all team members what they should do next."

## **The 4 elements of an empathy map**

### **1. Says**

- The Says quadrant records what a user says during an interview. Try to capture exact quotes, such as, "I use this product every day because it helps me streamline my workflow."

## **2. Thinks**

- In contrast, the Thinks quadrant summarizes what the user is thinking throughout the experience. Based on your qualitative research, ask yourself what occupies the user's thoughts, what matters to them, and what challenges they're facing.
- The key here is to uncover the things they might be too shy or reluctant to share. For example, "This feature is really irritating."

## **3. Does**

- Like the name implies, the Does quadrant captures the actions the user takes. For example, if you're watching a user interact with a product, you could record the following: "Keeps refreshing the page."

## **4. Feels**

- The Feels quadrant records user emotions. What worries them? What excites them? For example, "The user is excited about the price point. The user is worried that this is too hard to use."

## **Conclusion**

- Empathy maps can create product consistency and engagement with your target market. It creates unity and clarity in your team's opinion regarding business decisions and marketing

campaigns and is very impactful when implemented with design thinking.