

IDEATION PHASE

EMPATHIZE & DISCOVER

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| TEAM ID | NM2023TMID04391 |
| PROJECT TITTLE | BLOCKCHAIN POWERED LIBRARY MANAGEMENT |

EMPATHY MAP CANVAS:

- Build deep empathy for the user and their experience
- Create a user persona collaboratively with stakeholders in real-time.
- Understand user needs and wants using design thinking methods.
- Improve decision-making in the design process

EXAMPLE:

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

The diagram is an Empathy Map Canvas, shaped like a large envelope. In the center is a stylized face. The face is divided vertically into two sections: **PAINS** on the left and **GAINS** on the right. The top of the face is labeled **GOAL**. The face has a large 'C' on the left side (ear) and a small 'S' on the right side (mouth). Surrounding the face are seven numbered sections, each with a specific question and sub-questions:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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EXAMPLE: Blockchain powered library management

