Ideation Phase
Empathize & Discover

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Empathy Map Canvas:

The Ideation Phase is a critical step in the Design Thinking process. It typically follows the Empathize and Define stages and precedes Prototype and Test. Here's a breakdown of the Empathize & Discover stages and how tools like the Empathy Map fit into this process.

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1. Empathize & Discover Phase

- **Purpose:**

To deeply understand the people you're designing for—their needs, behaviors, emotions, and challenges.

- **Activities Involved:**

  User Interviews

Surveys

Field Observations

Shadowing Users

Contextual Inquiry

- **Goals:**

Discover what matters most to the users.

Uncover pain points, motivations, and needs.

Avoid assumptions by learning directly from users.

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2. Empathy Map (Tool Used in Empathize Stage)

An Empathy Map is a collaborative visualization tool used to articulate what we know about a user. It's typically divided into key quadrants:

- **Components of an Empathy Map:**

1. SAYS – What does the user explicitly say?

   Quotes from interviews

   Examples: "I find this app too slow."

2. THINKS – What is the user thinking?

What might they be reluctant to say?

Their thoughts, motivations, and beliefs.

Example: "I wish there was an easier way to find this feature."

3. DOES – What actions is the user taking?

User behaviour and observable actions.

Example: Navigates through several menus to find settings.

4. FEELS – What emotions does the user express?

Frustrations, excitement, confusion, satisfaction, etc.

Example: Frustrated when pages load slowly.

- **Optional additions:**

Pain Points – What obstacles do they face?

Gains – What do they stand to gain or benefit?

- **How This Supports the Ideation Phase:**

Once you've empathized with users and mapped their needs, you move into Ideation:

In Ideation:

Use insights from empathy maps to generate user-centric ideas.

Use "How Might We" (HMW) questions based on pain points.

Brainstorm solutions without judgment or limitations.

Tools used: Brainstorming, Mind Mapping, SCAMPER, Crazy 8s, etc.

- **Example Empathy Map (for a user of a banking app):**

Quadrant	Example Content
SAYS	"I don't trust this app with large transactions."
THINKS	"Will my money be safe here?"
DOES	Logs in daily, checks balance, avoids using new features
FEELS	Anxious, cautious, sceptical