

Empathy Map Guide - Sydney Coleman

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In my Empathy map, I use a variety of different colours, so I decided to do a small legend to help with the understanding and reading of my map.

General Statement

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In all 4 quadrants, they have different main colours (red, green, blue yellow) which signifies that they belong to the quadrant that they are under

Example: Yellow stickies mean the content belongs under what the client “says.”

Light Coloured Sticky Notes

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These sticky notes function as normal: they read what was said, done, thought and felt.

Dark Coloured Sticky Notes

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These sticky notes represent the main idea/big category of the lighter coloured sticky notes. This was done to hopefully help organize things a bit.

Super Light Sticky Notes (Specifically in Blue)

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Sticky notes that really didn't fit into any of the pre-existing main ideas but still belonged in the quadrant.

Sticky Notes on Lines

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Sticky Notes that technically fit into 2 different categories.