

Empathy Map

Everyone in your organization is driven by different things. The Empathy Map gives you a deep-dive into the underlying motivations of your people to uncover why they are functioning the way they are. The principle is to start with your people and design with their needs in mind. Empathy mapping for organizational (rather than consumer) insights, follows all the same principles, just putting employees or stakeholders at the center.

EMPATHY MAPING FOR PRODUCTION COMPANY

