

Introduction to Course 5

Introduction to Adobe XD

Optional - Empathize with users

Video: Optional - Empathize with users and understand pain points 4 min

Reading: Optional - Learn more about empathizing with users 20 min

Discussion Prompt: Optional - Discuss the importance of considering user needs 10 min

Reading: Optional - Conduct interviews for empathy maps 20 min

Discussion Prompt: Optional - Share interview questions 10 min

Reading: Optional - Create empathy maps 20 min

Practice Quiz: Optional - Activity: Create an empathy map 1 question

Reading: Optional - Activity Exemplar: Create an empathy map 20 min

Video: Optional - Create personas 2 min

Reading: Optional - Learn more about personas 10 min

Practice Quiz: Optional - Activity: Create personas 1 question

Reading: Optional - Activity Exemplar: Create personas 10 min

Optional - Define user needs

Optional - Define the problem

Week 1 review

Optional - Activity Exemplar: Create an empathy map



Here is a completed exemplar that demonstrates how we created an aggregated empathy map to help guide the design of an online clothing store called Tee's Shirts. This exemplar is a completed version of the activity we asked you to do earlier in the exercise. In this example, we created one empathy map. For your activity, make sure you have at least two complete aggregated empathy maps.

We've provided an exemplar so you can compare your own work to an example that meets all the criteria for the assignment. We also included an explanation of how the example fulfills the expectations for the activity.

This exemplar is based on two interviews conducted with users who share similar views, habits, and qualities. We conducted our interviews after receiving permission to record them. After the interviews, we created transcripts of each interview so they would be available for you to study.

We used our audio recordings to create one-user empathy maps for each user. The transcripts of the recordings and one-user empathy maps can be found below. You are not required to make transcripts of your interview recordings, unless you would like to.

To see the completed transcripts of Mai and Bolade's interviews, click the link below and select "Use Template."

Link to transcripts: [Mai and Bolade user interview transcripts](#)

OR

If you don't have a Google account, you can download Mai and Bolade's transcripts directly from the attachment below.

Google UX Design Certificate - Mai and Bolade user interview transcripts [Example]
DOCX File

You can also view Mai and Bolade's completed empathy maps.

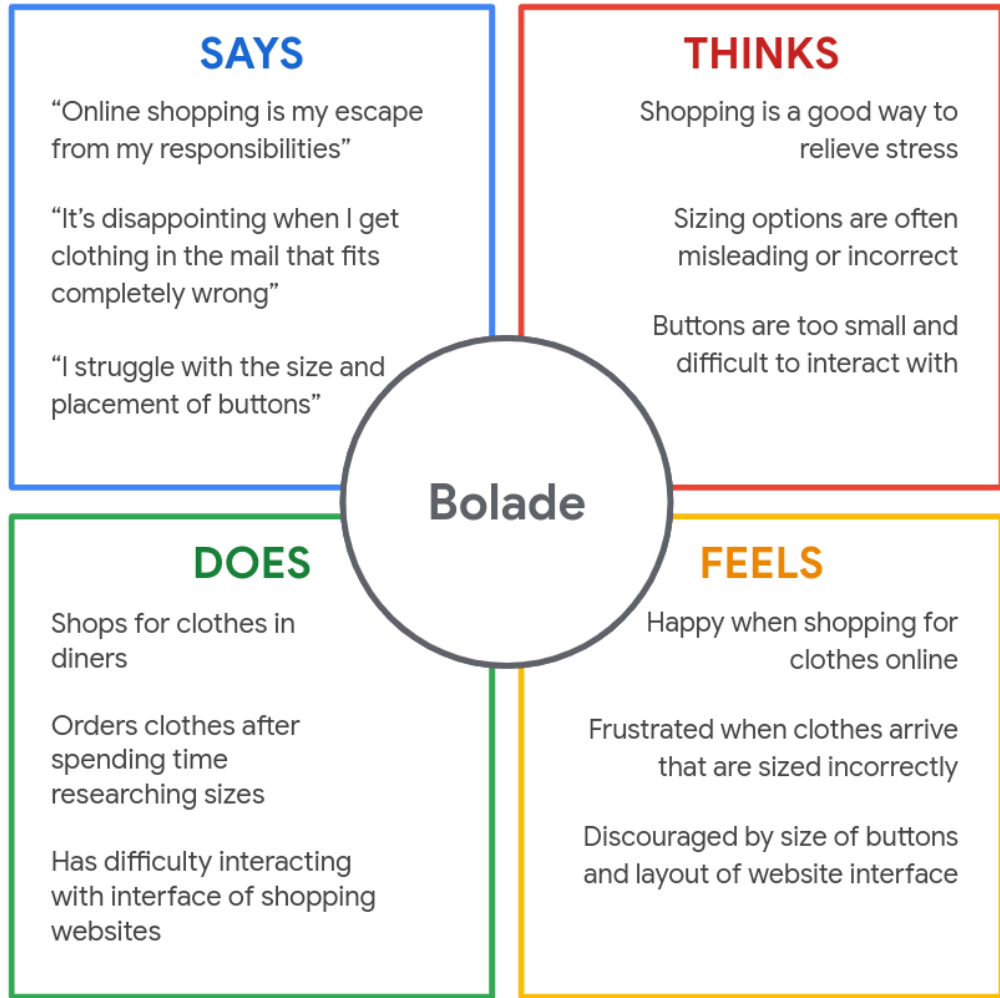
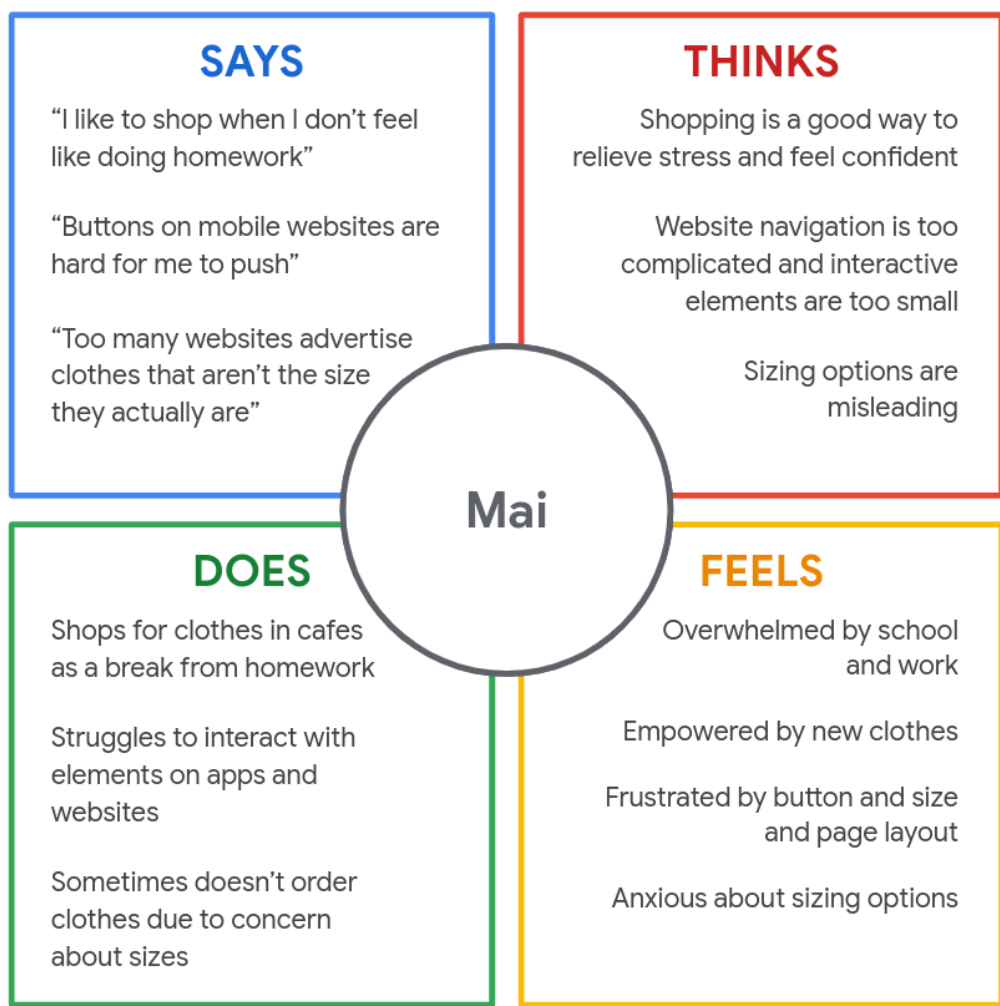
To see the completed empathy maps for Mai and Bolade's interviews, click the link below and select "Use Template."

Link to empathy maps: [Mai and Bolade empathy maps](#)

OR

If you don't have a Google account, you can download Mai and Bolade's empathy maps directly from the attachment below.

Google UX Design Certificate - Mai and Bolade empathy maps [Example]
PPTX File



Assessment of exemplar

Here's how we filled out the one-user empathy map for Mai.

Step 1: We added Mai's name to their respective empathy map.

Step 2: We filled out the "says" square with quotes from Mai. This helps to capture the themes in the interview that relate to Mai's experiences shopping for clothes online. We also paid special attention to the challenges Mai faced.

Step 3: For the "does" square, we included important things that Mai did related to their experiences with online shopping.

Step 4: We filled out the "thinks" square with what Mai was thinking. For this, we had to infer what was unsaid. In this example, Mai expressed feelings of anxiety over incorrect or confusing clothing sizes and inaccessible page layouts.

Step 5: In the "feels" square, we listed all the feelings Mai expresses. The interview showed that Mai feels anxiety about the sizing options offered for clothes. They also expressed frustration at the difficulty of navigating a crowded web page.

Here's how we filled out the one-user empathy map for Bolade.

Step 1: We added Bolade's name to their respective empathy map.

Step 2: We filled out the "says" square with quotes from Bolade. This helps to capture the themes in the interview that relate to Bolade's experiences shopping for clothes online. We also paid special attention to the challenges Bolade faced.

Step 3: For the "does" square, we included important things that Bolade did related to their experiences with online shopping.

Step 4: We filled out the "thinks" square with what Bolade was thinking. For this, we had to infer what was unsaid. In this example, Bolade expressed frustration over misleading clothing sizes and small button sizes.

Step 5: In the "feels" square, we listed all the feelings Bolade expresses. The interview showed that Bolade feels frustrated when clothes arrive and they don't fit or are different from the sizing chart. They also expressed discouragement at the challenge of navigating a complex web page.

After we finished our one-user empathy maps, we identified similarities between our participants' responses and used the data to create an aggregated empathy map which is represented by the name Mahalia.

You can also view Mahalia's completed empathy map.

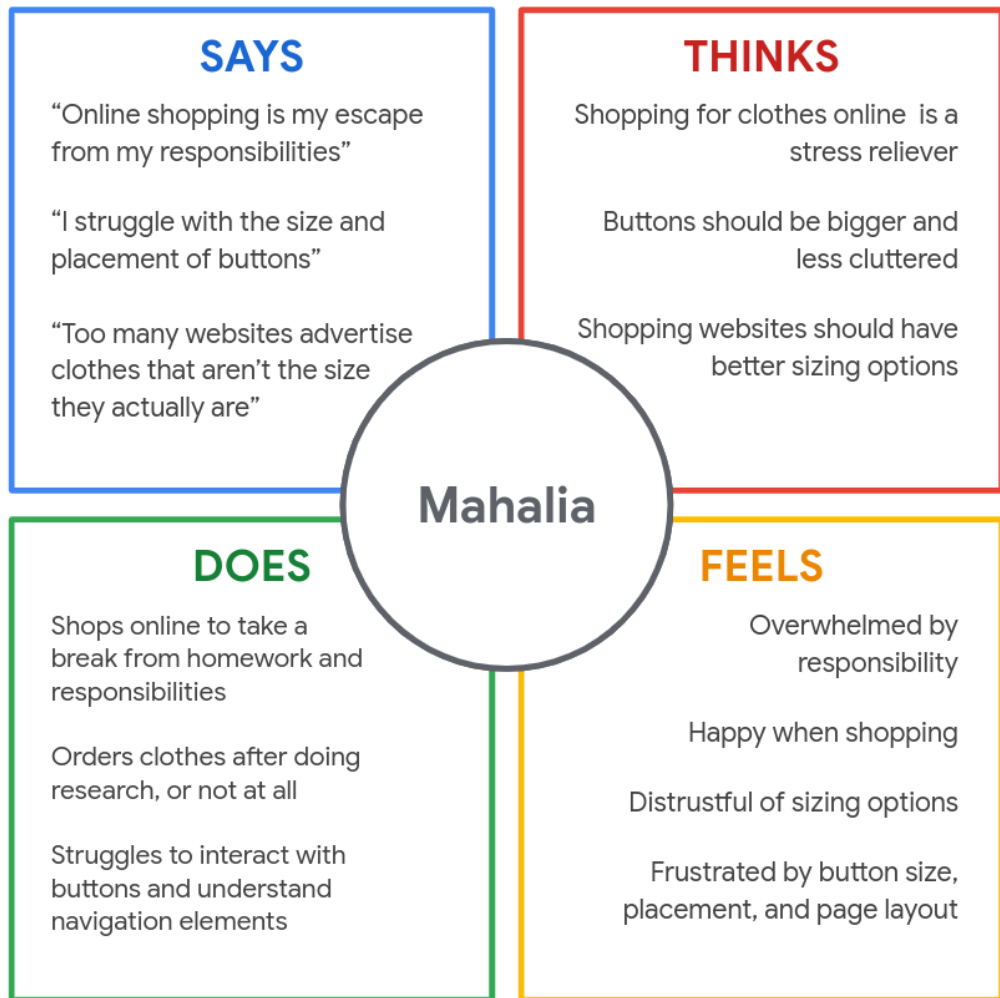
To see the completed empathy map for Mahalia, click the link below and select "Use Template."

Link to empathy map: [Mahalia's empathy map](#)

OR

If you don't have a Google account, you can download Mahalia's empathy map directly from the attachment below.

Google UX Design Certificate - Mahalia empathy map [Example]
PPTX File



Here's how we created the aggregated empathy map, represented by our chosen persona name, Mahalia.

Step 1: We added a name that is representative of the diversity of our interview participant group, Mahalia. User names help distinguish your empathy maps when you have to create a lot of them.

Step 2: We filled out the "says" square with quotes from interview participants that share common ideas. This helps to capture the themes in the interview that relate to users' experiences shopping for clothes online. We also paid special attention to shared challenges users faced.

Step 3: For the "does" square, we included important things that users did related to their experiences with online shopping.

Step 4: We filled out the "thinks" square with what users were thinking. For this, we had to infer what was unsaid.

Step 5: In the "feels" square, we listed the feelings users expressed. The interviews showed us that users feel frustrated when clothes arrive and they don't fit or are different from the sizing chart. They also expressed anger at the difficulty of navigating a crowded web page.

Now compare your empathy map to the matching exemplar above. As you compare, ask yourself:

- Did you use direct quotes when writing what users say?
- Did you note important things users do?
- Did you write down what users think, based on their quotes?
- Did you note how users feel, based on what they said and how they expressed themselves?
- Did you incorporate perspectives that would inform inclusive design as you built your empathy map?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

