1.

Activity introduction

This activity will help you to identify how your users feel using empathy maps. If you read the optional content in Course 2, we discussed the basics of empathy maps. Whether you read that content the first time around or not, you can go back and review the video on empathy map basics⬈ now to brush up.

Empathy is the ability to relate to someone else's feelings or thoughts in a situation. An empathy map is an easily-understood chart that explains everything designers have learned about a type of user. Empathy maps organize observations made during user interviews into four distinct categories: says, thinks, does, and feels.

In this activity, you'll interview at least four to six users, then create one-user empathy maps for each. After that, you'll group their responses and create two aggregated empathy maps for your portfolio project. The aggregated empathy maps will help you break down and understand needs, behaviors, and motivations of your user types.

After completing this activity, you'll have the opportunity to compare your work to an exemplar of a complete aggregated empathy map to check your work. The exemplar will be provided in the following course activity.

Step-by-step instructions

To complete empathy maps for your portfolio project, follow the instructions below:

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: empathy map template⬈.

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Google UX Design Certificate - Empathy Map [Template]
PPTX File

You'll need an empathy map for each person that you interview, plus two more for your aggregated empathy maps. Below you'll find an image of the template to use for your empathy map. To make changes to this map, open the template above.
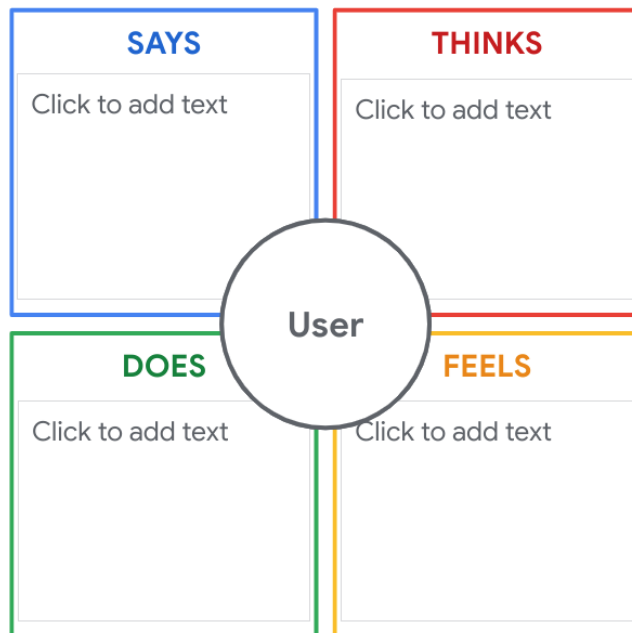
Step 2: Conduct interviews with potential users and record them

Choose between four and six potential users who fit your portfolio project prompt and conduct an interview with each of them. If you want more information on how to decide who to interview, you can revisit the reading on how to recruit interview participants↗. The questions you ask in the interviews should reveal insights into the needs, behaviors, and goals of your participants. Record the interviews so you can use them to fill out your empathy maps. Remember to always make sure you have permission from your participant to record them and their answers. You can revisit the reading on documenting user interviews↗ for best practices. It's always helpful to take notes as you record, so you catch the little things that you might miss otherwise, such as body language.

Step 3: Create a one-user empathy map for each participant

Once all of your interviews are complete, review your notes and recordings for each. Then, follow these steps to create a one-user empathy map for each participant:

. Name: Write the name of each participant in the center circle of their empathy map.

. Says: For each interview, write down notable things participants say in the top-left box of the empathy map under the "says" heading. Use direct quotes if you can.

. Does: Next, write down notable things participants do in the bottom-left box of the empathy map under the "does" heading.

. Thinks: Then write down things you believe participants think in the top-right box under the "thinks" heading. This includes things participants don't actually say, but that you can tell through observation.

. Feels: Finally, write down things participants feel in the bottom right square of the empathy map under the "feels" heading. Note: When conducting interviews, asking the participant what they are feeling is an open-ended way to gain insight.

When you're finished, you should have a complete empathy map for each participant that you interviewed.

Step 4: Review the one-user empathy maps and group participant responses

In the next step you'll be sorting your participants into two groups, then creating two aggregated empathy maps using the data from the one-user empathy maps and the groupings you just made. To prepare, review your one-user empathy maps and begin grouping participants with similar responses, actions, thoughts, and feelings together.

Step 5: Compile your one-user empathy maps into two aggregated empathy maps

Now it's time to combine your one-user empathy maps into two aggregated empathy maps. You'll be grouping related responses, actions, thoughts, and feelings into empathy maps that are representative of a group of users with similar qualities. To do this, follow these steps:

. Name: Create one name that is representative of the group of participants you interviewed and write it in the center circle of the empathy map.

. Says: Write down similar things participants say in the top-left box of the empathy map under the "says" heading. Look for quotes that share related ideas between users in the same group. They don't have to be exactly the same, but should express similar

ideas. You can also include your own quotes that represent things the entire group of users have said.

. Does: Next, write down similar things participants <u>do</u> in the bottom-left box of the empathy map under the "does" heading.

. Thinks: Then, write down related things you believe participants <u>think</u> in the top-right box under the "thinks" heading. This includes things participants don't actually say, but that you can tell through observation.

. Feels: Finally, write down shared things participants <u>feel</u> in the bottom right square of the empathy map under the "feels" heading. This can be as general as two participants feeling a certain type of emotion about a topic, even if the way they express it is different.

When you're finished, you should have two aggregated empathy maps with names chosen by you written in the center. Each aggregated empathy map should include responses, actions, thoughts, and feelings from at least two one-user empathy maps.

Step 6: Reflect on the completion of this activity

Consider the questions below as you reflect on your work:

Did you interview at least four people?

Did you take notes during the interviews?

Did you create a recording of each interview?

Did you use direct quotes when writing what users say?

Did you note things users do that are relevant to your research?

Did you record what users think, based on the quotes they provided?

Did you observe how users feel based on what they said and how they expressed themselves?

Did you group multiple users with similar perspectives together?

Did you turn your one-user empathy maps into two aggregated empathy maps?