An empathy map

An empathy map is a visual tool that helps teams deeply understand users by capturing what they *think, feel, say, and do*. It is created to build empathy, align teams, and design solutions that truly meet user needs.

☐ Purpose of an Empathy Map

- **Understand users beyond demographics**: Goes deeper into emotions, motivations, and pain points.
- **Align team perspectives**: Ensures everyone shares the same understanding of the user.
- **Guide design decisions**: Helps prioritize features and solutions that resonate with real needs.
- **Improve communication**: Serves as a simple, visual reference for stakeholders.
- **Identify gaps in knowledge**: Reveals what the team knows and doesn't know about users.

☐ How to Create an Empathy Map

1. **Define the user or persona**
   - Choose a specific type of user you want to understand.
2. **Gather research data**
   - Use interviews, surveys, observations, or analytics.
3. **Divide the map into quadrants** (classic format):
   - **Says**: What the user explicitly states.
   - **Thinks**: Their internal thoughts, worries, or aspirations.
   - **Does**: Observable actions and behaviors.
   - **Feels**: Emotional responses, frustrations, or joys.
4. **Add supporting sections** (optional):
   - **Pain points**: Challenges or obstacles.

- Gains: Goals, needs, or desired outcomes.

5. **Collaborate as a team**
   - Fill in the map together to capture diverse perspectives.

6. **Synthesize insights**

- Look for patterns, contradictions, or opportunities.

☐ Why Create an Empathy Map

- **Human-centered design**: Empathy maps ensure solutions are built around real people, not assumptions.
- **Better products & services**: By understanding emotions and behaviors, teams design experiences that users actually value.
- **Faster decision-making**: A shared visual reference reduces debates and keeps focus on the user.
- **Foundation for other tools**: Empathy maps often precede journey maps, personas, or service blueprints.

☐ Example Use Case

Imagine designing an app for college students:

- **Says**: "I need something quick and easy."
- **Thinks**: "I don't want to waste time."
- **Does**: Uses shortcuts, skips tutorials.
- **Feels**: Frustrated when apps are slow.
  ☐ This insight guides the team to prioritize speed and simplicity in design

Why Use It:

- Encourages empathy for users.
- Reveals gaps or risks in design.
- Helps prioritize features and prepare for challenges.

□ *Brainstorming*

Purpose:

- **Generate ideas quickly**: Encourages free thinking without judgment.
- **Promote collaboration**: Harnesses diverse perspectives from a group.
- **Solve problems creatively**: Unlocks innovative solutions beyond conventional thinking.
- **Build team alignment**: Creates shared ownership of ideas.

How to Conduct:

1. **Define the problem clearly** – Set a focused challenge.
2. **Set ground rules** – No criticism, encourage wild ideas, build on others' thoughts.
3. **Choose techniques** – Examples include mind mapping, round-robin, or brainwriting.
4. **Capture all ideas** – Use sticky notes, whiteboards, or digital tools.
5. **Evaluate and prioritize** – Cluster ideas, vote, and select the most promising.

Why Use It:

- Breaks mental blocks.
- Encourages innovation in uncertain environments.
- Provides a pool of ideas for strategic planning.

Scenario mapping helps teams visualize possible user journeys and project outcomes, while brainstorming is a creative technique to generate ideas and solutions. Together, they are powerful tools for problem-solving and innovation.

☐ Scenario Mapping

Purpose:

- **Understand user journeys**: Maps out how different users interact with a product or service.
- **Anticipate outcomes**: Helps teams plan for multiple possibilities and challenges.
- **Ground designs in reality**: Ensures solutions fit the real-world context of use.
- **Align stakeholders**: Provides a shared visual framework for discussion.

How to Create:

1. **Define the scenario** – Identify the user, their goal, and the context.
2. **Break down tasks** – Map step-by-step actions the user takes.
3. **Include variations** – Add alternative paths or possible obstacles.
4. **Collaborate** – Work with cross-functional teams to capture diverse perspectives.
5. **Visualize outcomes** – Use diagrams or flowcharts to show different paths.

Says
What have we heard them say?
What can we imagine them saying?

Promised Fast Delivery

Delivers even in remote areas

Discounts on special occasions

Availability of COD

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Should provide tempting discounts and coupons

Hygienic and quality information about restaurants

Variety of payment options

Application should be easy to use

Foodies Hub

Does
What behavior have we observed?
What can we imagine them doing?

Adds multiple items to cart and customizes orders

Tracks rider location in real time

Compares ratings and prices

Searches by cuisine, dietary needs, or price range

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Doubt when reviews or photos seem unreliable

Frustration if delivery is delayed or order is wrong

Annoyed with hidden fees and high delivery charges

Excitement when trying new restaurants or dishes

Impulsiveness during late night cravings

See an example

How to reach Restaurant ?

Scenario 1	I booked a cab to the restaurant	Then I left home 5 mins early	Reached Restaurant
Scenario 2	I checked for table availability	There was a long waiting time.	But, finally I got a table.
Scenario 3	Then the waiter came and handed me the menu.	I browsed the menu and placed the order.	The chef started to prepare my order.
Scenario 4	After a while, the waiter came and served me my food.	I begin eating and evaluating the taste.	Then I called the waiter for some mint sauce to go with my meal.
Scenario 5	The taste was good as expected.	At last I requested the bill.	They had a variety of option for payment. I paid with my Debit Card.
Scenario 6	I gave tip to the waiter and filled the feedback form.	At last, I left the restaurant.	My overall experience was good.

How to reach Airport ?

Scenario 1	I booked my flight ticket to Europe for vacation.	After that I checked my flight details (timing, PNR number, terminal)	Then I downloaded my Boarding pass.
Scenario 2	I prepared my passport, ID, tickets.	Then I weighted my luggage.	I set my alarms and reminders.
Scenario 3	I even checked travel time on Google maps.	I considered the peak traffic hours and planned buffer time.	I also checked airport terminal directions.
Scenario 4	Then I booked a cab to the airport.	I loaded my luggage.	I thoroughly followed the directions and crossed multiple checkpoints or tolls.
Scenario 5	At the airport, I located at correct terminal.	Then I unloaded the luggage and found a trolley.	I bid goodbye to my parents and went inside.
Scenario 6	At entry I show my ID and ticket.	Then I went through security checks.	At last, I proceeded towards the boarding gate.