

## EMPATHY MAP

- Empathy maps are a great way of gaining a deeper, more holistic understanding of how our users experience things.
- Use this template to help you summarize your learnings about your users' needs and pain points by stepping into their mindset after doing field research.

### 1 DEFINING

- Review your notes, pictures, audio, and video from your research/fieldwork and fill out each of the four quadrants.

"The bin didn't open when I approached!"



"I don't understand what the LED lights mean."

SAYS

"Why not just use a regular bin?"

DOES

Avoids using smart bins.



Tries multiple times to get the bin to open.

Dumps waste outside the bin when it doesn't respond.

Confused by unclear indicators.

"This technology is unreliable; I don't trust it."



"If I can't figure it out quickly, I won't bother using it."

THINKS

"This seems unnecessary when traditional bins work fine."

FEELS

Frustrated due to malfunctioning sensors.



Resistant to change, especially among older users.

### 2 SYNTHESISE THE USER'S NEEDS AND FORM INSIGHTS

- Identify needs based on contradictions between two attributes, such as a disconnection between what a user says and what the user does.
- You can also synthesize insights by asking yourself: "Why?" when you notice strange, tense, or surprising behavior.



NEEDS

INSIGHTS

"As a \_\_\_\_ (user type) I want / need to \_\_\_\_ (desire) so that I can \_\_\_\_ (result)."

"As a city resident, I need a trash bin that functions reliably so that I can dispose of waste without frustration."

"As an elderly user, I need clear instructions on how to use the bin so that I don't feel left out or confused."

"As an environmentally conscious individual, I want a system that helps keep the city clean efficiently."

"I wonder if this means that \_\_\_\_ (persona / character) wants \_\_\_\_ (action/situation) because \_\_\_\_ (aim, need, outcome) but \_\_\_\_ (restriction, obstacle, friction)."

"I wonder if this means that users want smart waste management because it's convenient, but they resist adoption due to unclear communication and reliability issues."

"I wonder if this means that older users prefer traditional bins because they are familiar, but they might adopt smart bins if given proper guidance."

"I wonder if this means that people value technology in waste management but only when it works seamlessly and is easy to understand."