UX Foundations | Mapping Methods

Empathy Mapping

A collaborative visualization used to articulate what we know about a particular type of user based on qualitative research. It externalizes knowledge about users.

Why Empathy Map?

1 **Capture a user**

The empathy-mapping process helps distill and categorize your knowledge of the user into one place. It can be used to:

- Make sense of qualitative research
- Discover gaps in current knowledge

2 **Communicate to others**

An empathy map is a quick, digestible way to illustrate user attitudes and behaviors.

- It should act as a source of truth throughout a project
- Revise and adjust maps as you do research

https://www.nngroup.com/articles/empathy-mapping/

Says
Direct quotes from research

"I WANT SOMETHING RELIABLE"

"AM I DUMB?"

Thinks
What occupies the user's thoughts?

WHAT DO I DO FROM HERE?

THIS IS REALLY ANNOYING

User

Does
What does the user physically do?

REFRESHES PAGE MULTIPLE TIMES

SHOPS AROUND TO COMPARE PRICES

Feels
Often an adjective plus short context

CONFUSED: TOO MANY DISTINCT PRICES

IMPATIENT: PAGE LOADS TO SLOW

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