

## SAY

What are some quotes and defining words your user said?

# Empathy Map

## THINK

What might your user be thinking?  
What does this tell you about his or her beliefs?

## DO

What actions and behaviors did you notice?

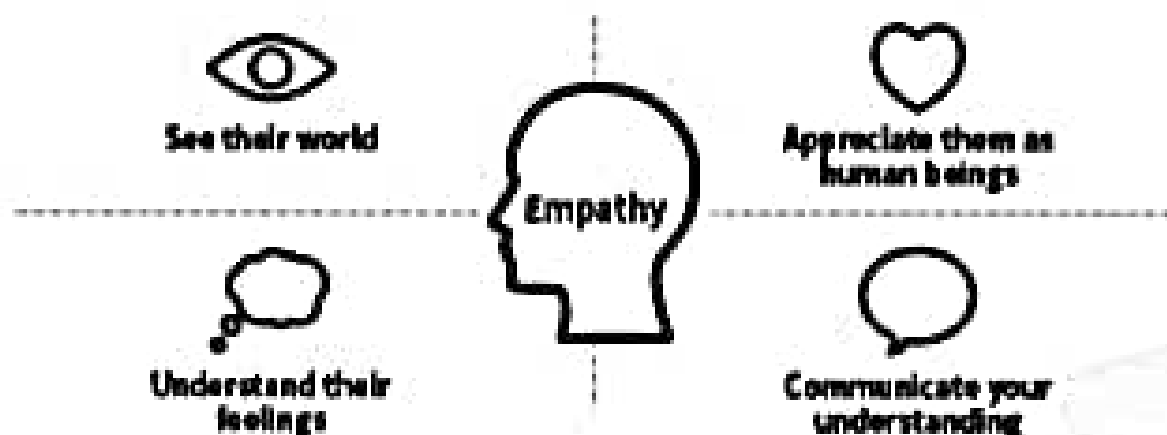
## FEEL

What emotions might your subject be feeling?



Finally, find Needs and Insights of your user.

Created by @davidleedtech  
Info from IDEO ([goo.gl/uJlQ8K](https://goo.gl/uJlQ8K))



# Empathy Map

An empathy map is a visualization tool which helps you sum up what you learned from design research to help you better understand your users and articulate what you know to colleagues and stakeholders.

The most common form of empathy map consists of four quadrants which reflect four key aspects of the behavior users demonstrate or possess during the research stage of the design process. The four quadrants refer to what the user: Says, Does, Thinks and Feels. There's no set order to complete these in; however, it's best to start with the more objective quadrants when you create your empathy map: Says and Does. You can then move on to determine what they think and feel based on the objective insights you have already laid out.

## Step 1: Define the scope and purpose

**Scope:** Decide upon a particular persona, segment of users or individual user that you want to base your empathy map on. Stick with 1:1 mapping at first—i.e., don't go bonkers and think you can cover multiple user personas in one map, initially at least. Create a different empathy map for each persona to ensure you gather the most valuable insights.

**Purpose:** What is the core purpose of your empathy map? Whether it's to organize your research data or inform the wider team of your findings, you should have a solid question with certain parameters to help you focus.

Once you have defined both your scope and purpose, make sure you have buy-in from everyone on the team. If you have a stakeholder with strong opinions and biases, for