Empathy Map

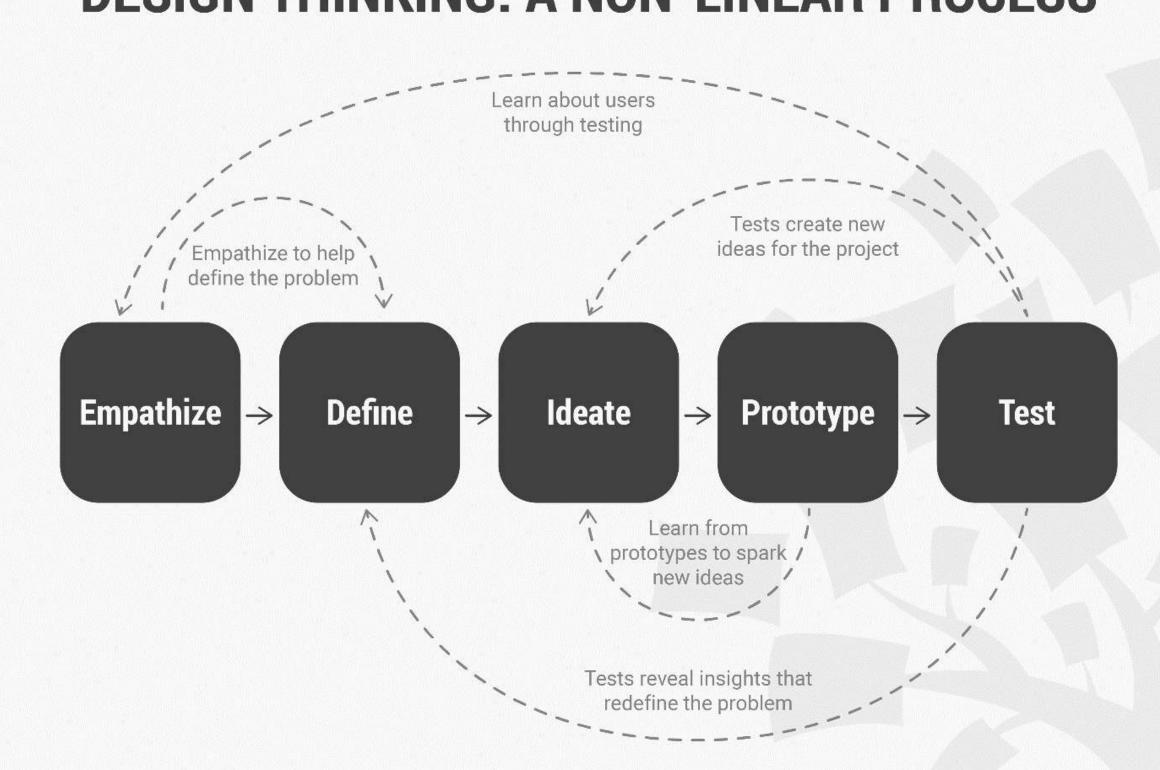
When you empathize you try to understand you users' perspective. Help to define the problem, and it can reflect an aggregation of multiple users: (based on design thinking method)

Template, DIU - Ethnographic analysis (30/01/2023) https://mgea.github.io/UX-DIU-Checklist/index.html

How to use the template

- Add your current personal experience (informal writing)
- Try to observe people and extract what's happening (SAY/DO/THINK/FEEL)
- Try to guess relevant information from this observation (NEEDS & INSIGHTS)

DESIGN THINKING: A NON-LINEAR PROCESS



INTERACTION DESIGN FOUNDATION INTERACTION-DESIGN.

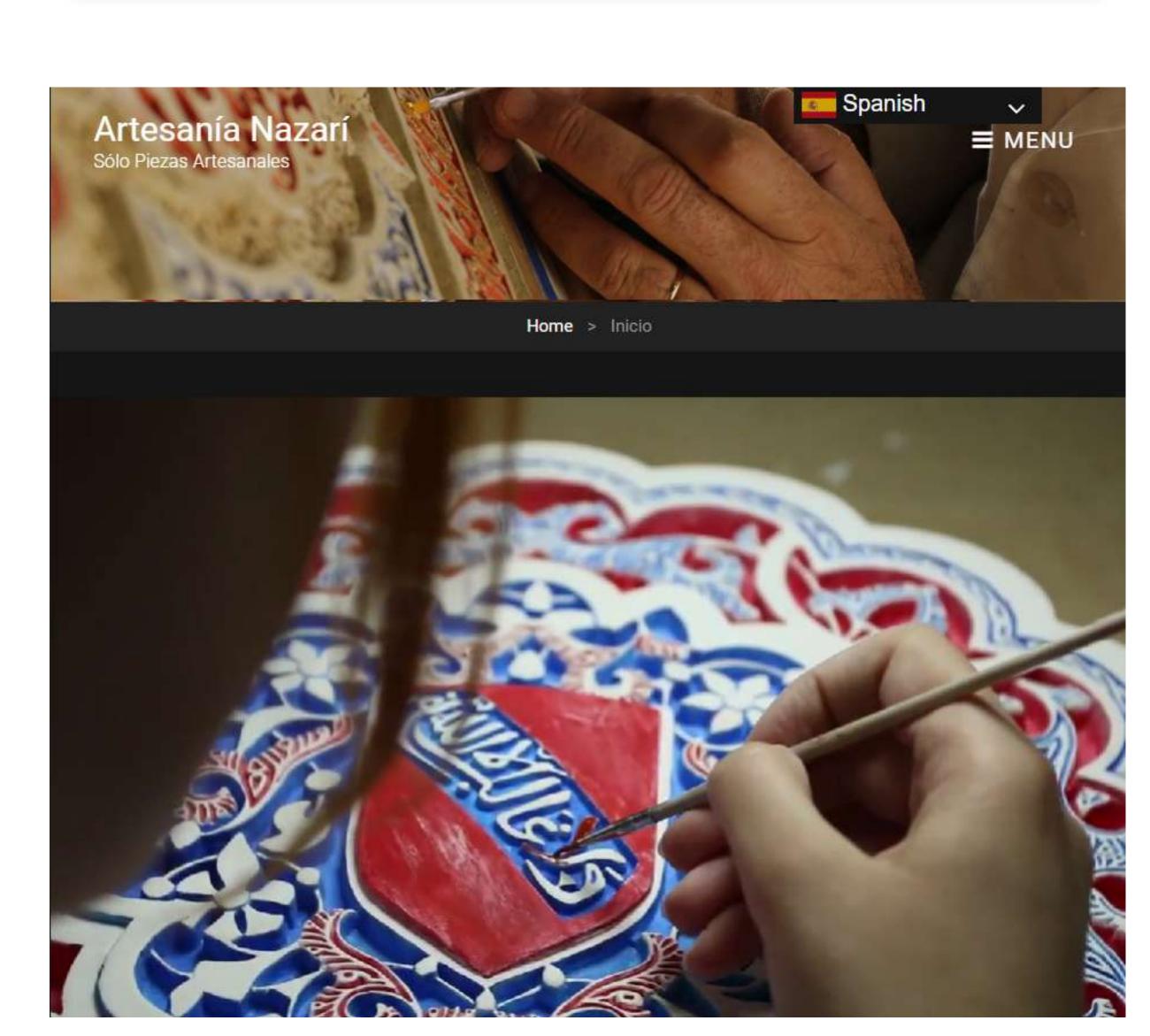
+ Info

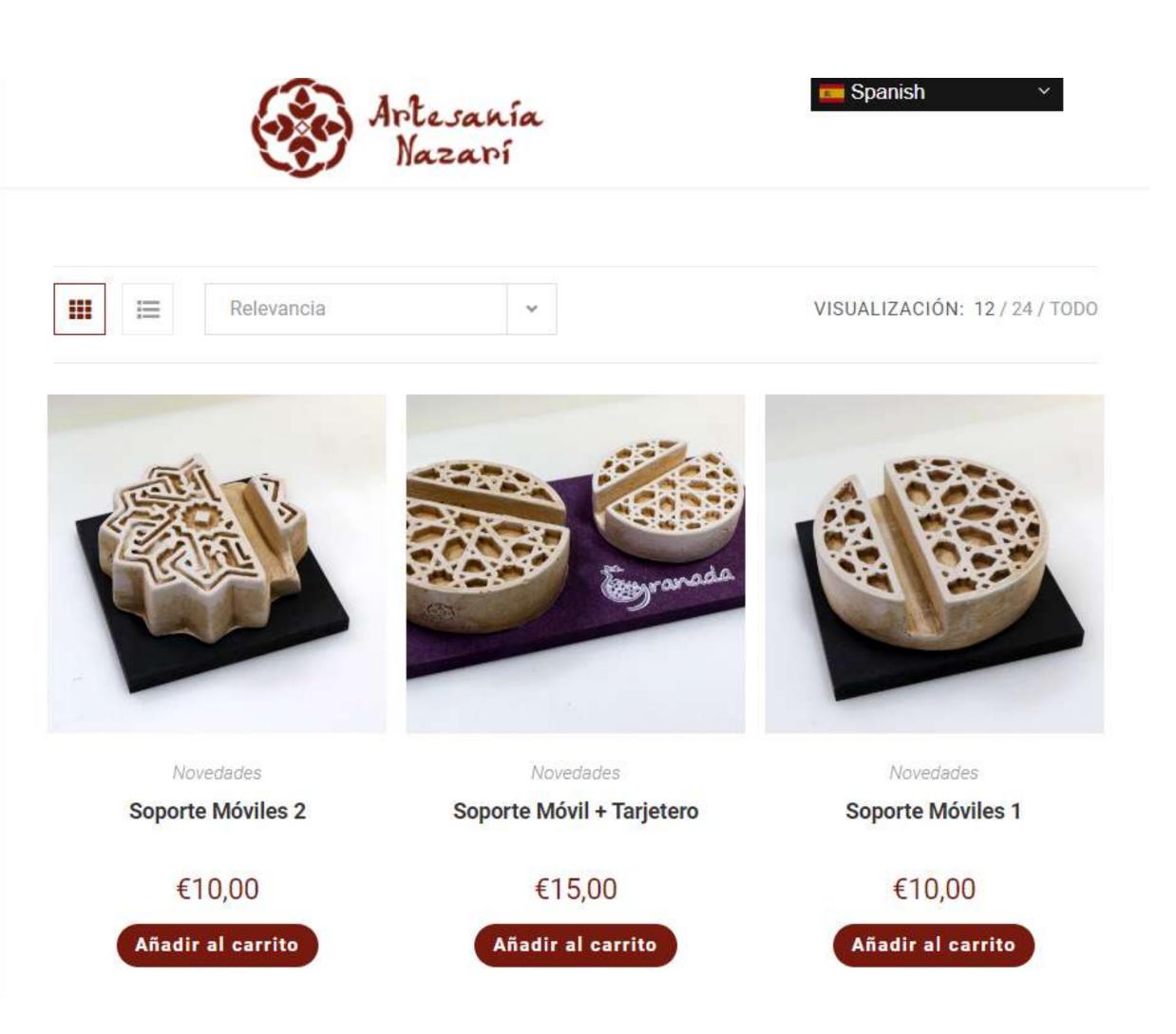
- Rikke Friis, Teo Yu Siang (2021) Empathy Map:
 Why and How to Use It. Interaction Design
 Foundation https://www.interaction-design.org/
 Iiterature/article/empathy-map-why-and-how-to-use-it
- Empathize, Interaction Design Foundation
 https://www.interaction-design.org/literature/
 topics/empathize
- d.School empathy map http://dschool-old.stanford.edu/wp-content/themes/dschool/method-cards/empathy-map.pdf
- Monica Maria What is a Customer Empathy Map
 Why Is It Important? https://influx.com/blog/empathy-mapping-customer-support
- Resources: https://aithub.com/maea/DII

My experience

Pese a que es apto para todos los públicos, quienes realmente lo disfrutan son aquellos que conocen el arte, la ciudad y su historia.

He de reconocer sus productos son de gran calidad y gran gusto, ideales para algún capricho puntual pero no para decorar un espacio completo con temática nazarí (mejor buscar otras opciones en ese caso).





Empathy Map: case study Taller Artesanal Nazarí

