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Diamond



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Gold



Silver

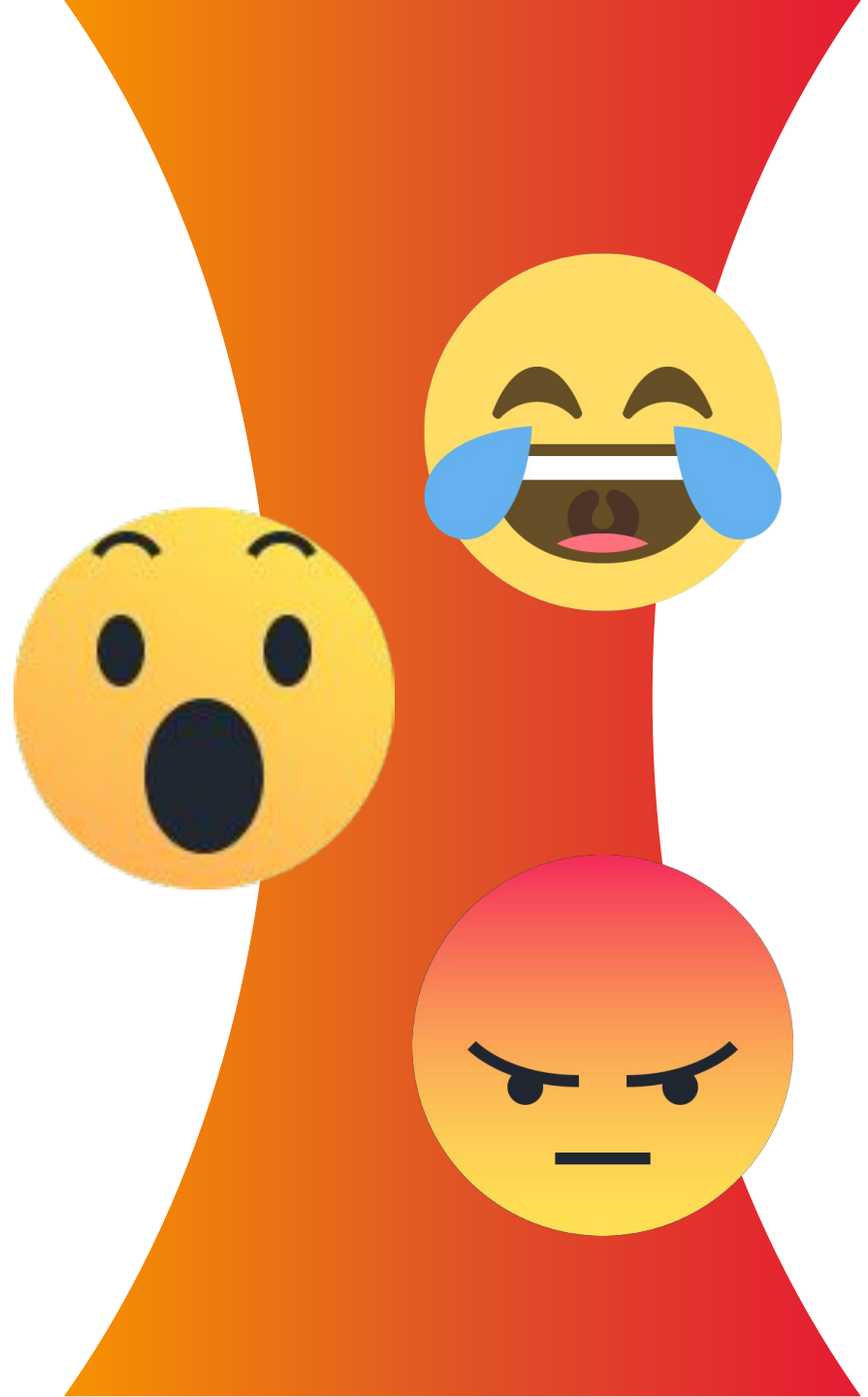


Coffee Break



Using Empathy to Create Compassion in Digital Products

Michael Burchett





About the Presenter

Michael Burchett

10+ years of experience with Agility, Product Management, Business Analysis, and Software Development.



5m Activity

Are you in groups? If not, from some.

Think of a product you LOVE and as a group, discuss WHY.



Activity Discussion

Did you discuss and EMOTIONS along with it?

Did you just discuss what it DOES, or also how it makes you FEEL?.



Empathy

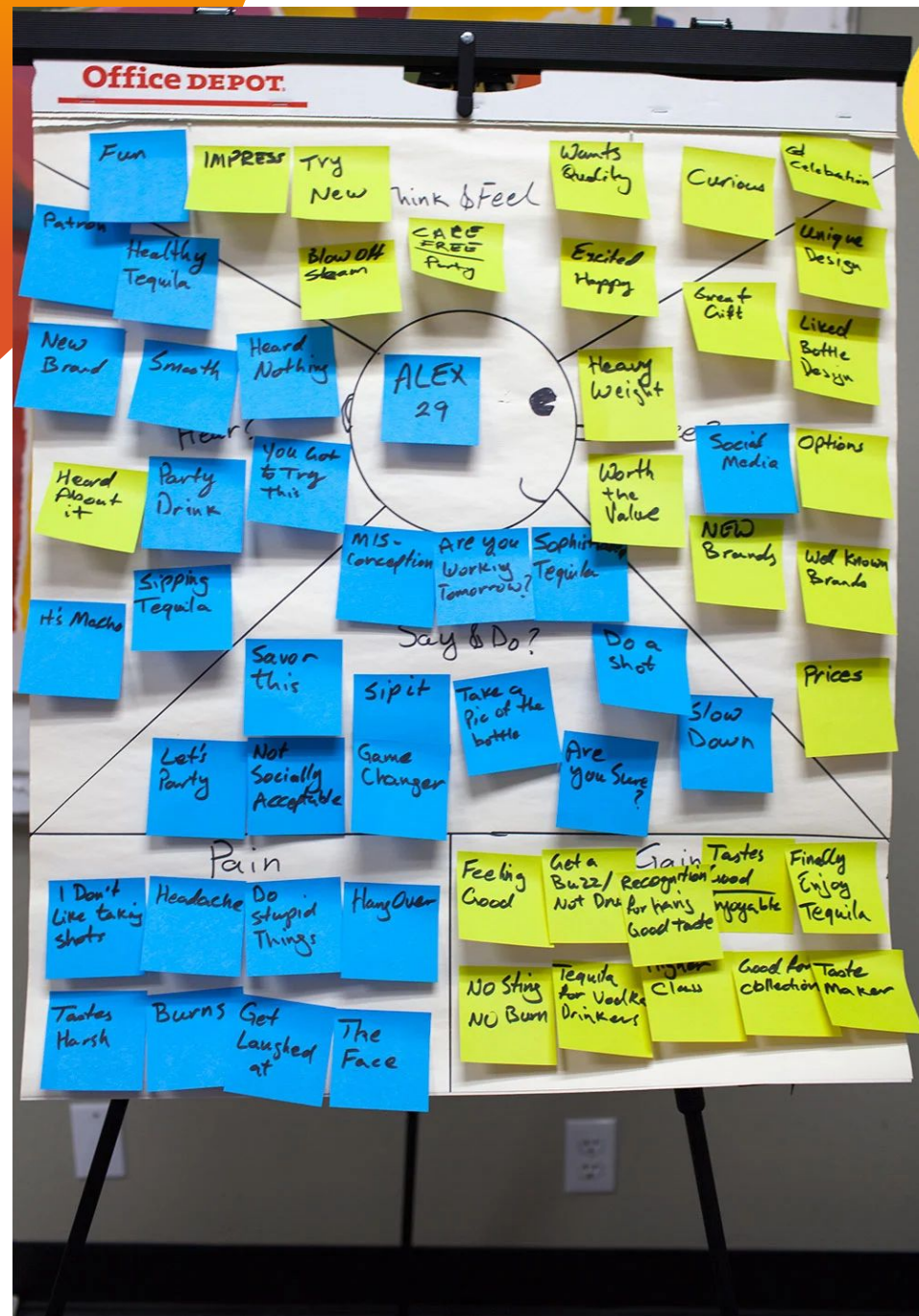
em·pa·thy

The ability to
understand and share
the feelings of another.



Empathy Map

One separate empathy map for each type of user



Empathy Map Composition

THINK and FEEL

HEAR

SEE

SAY and DO

PAIN

GAIN

**Top
Section**

**Bottom
Section**



Top 4 Quadrants

What do user THINK and FEEL?

What do user
HEAR?

What do user
SEE?

What do user SAY and DO?



Pain & Gain

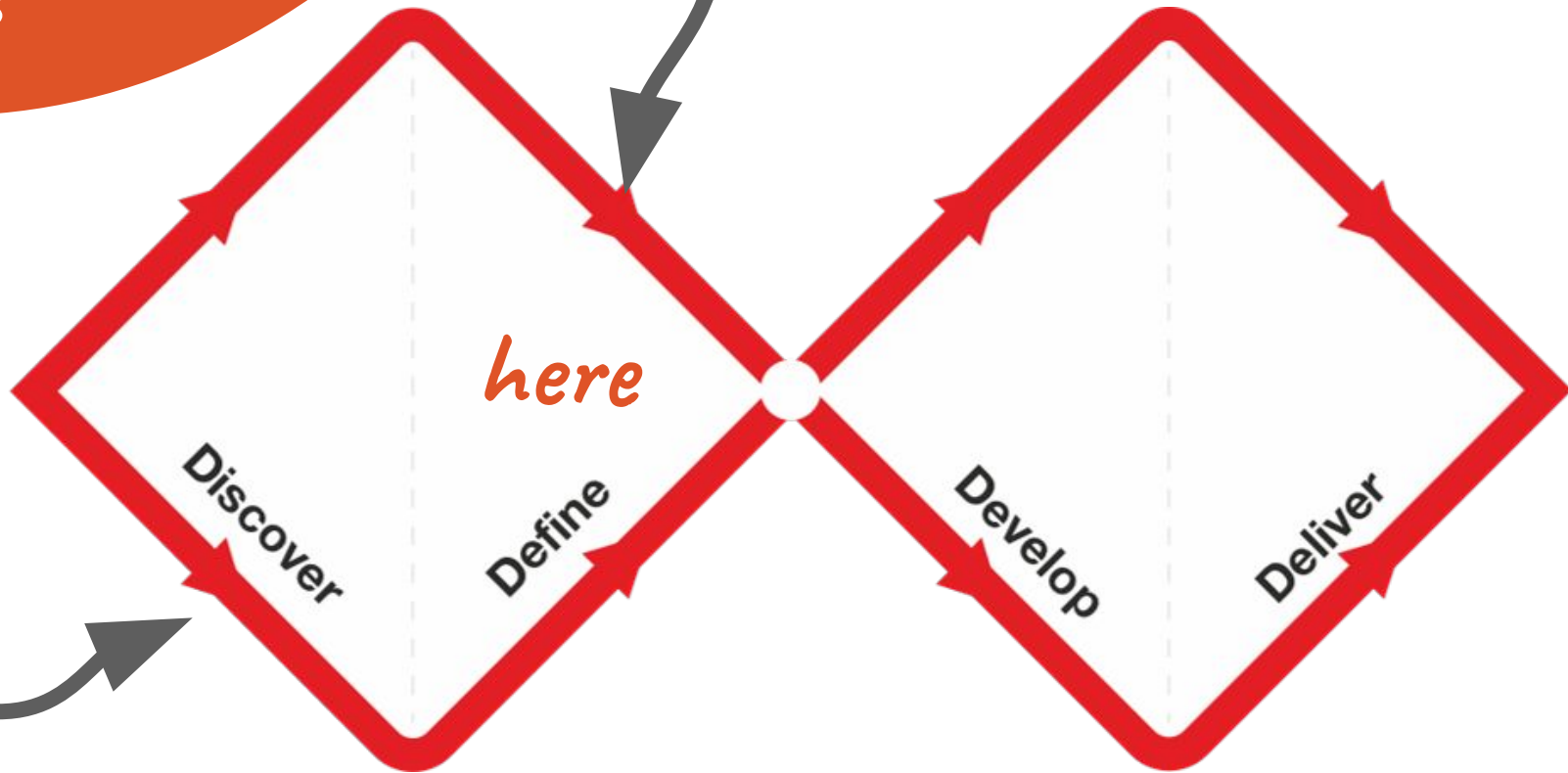
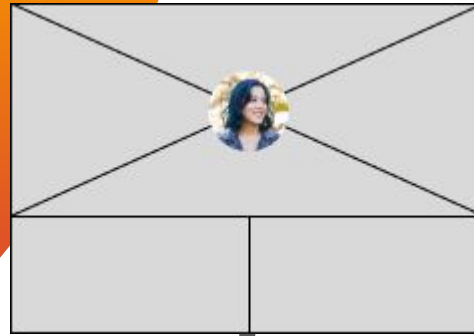


Pain



Gain

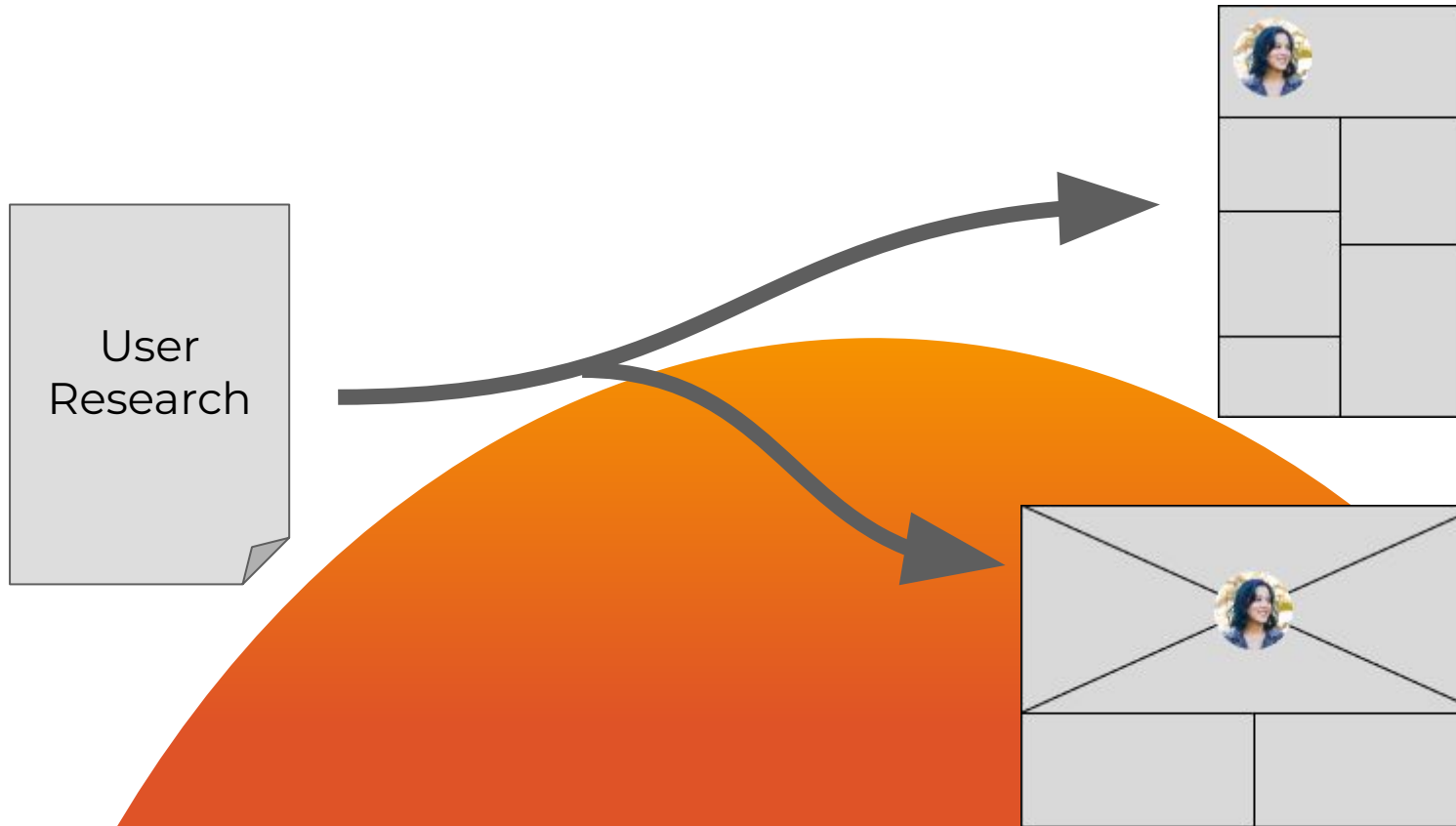
When do
you create
an Empathy
Map?



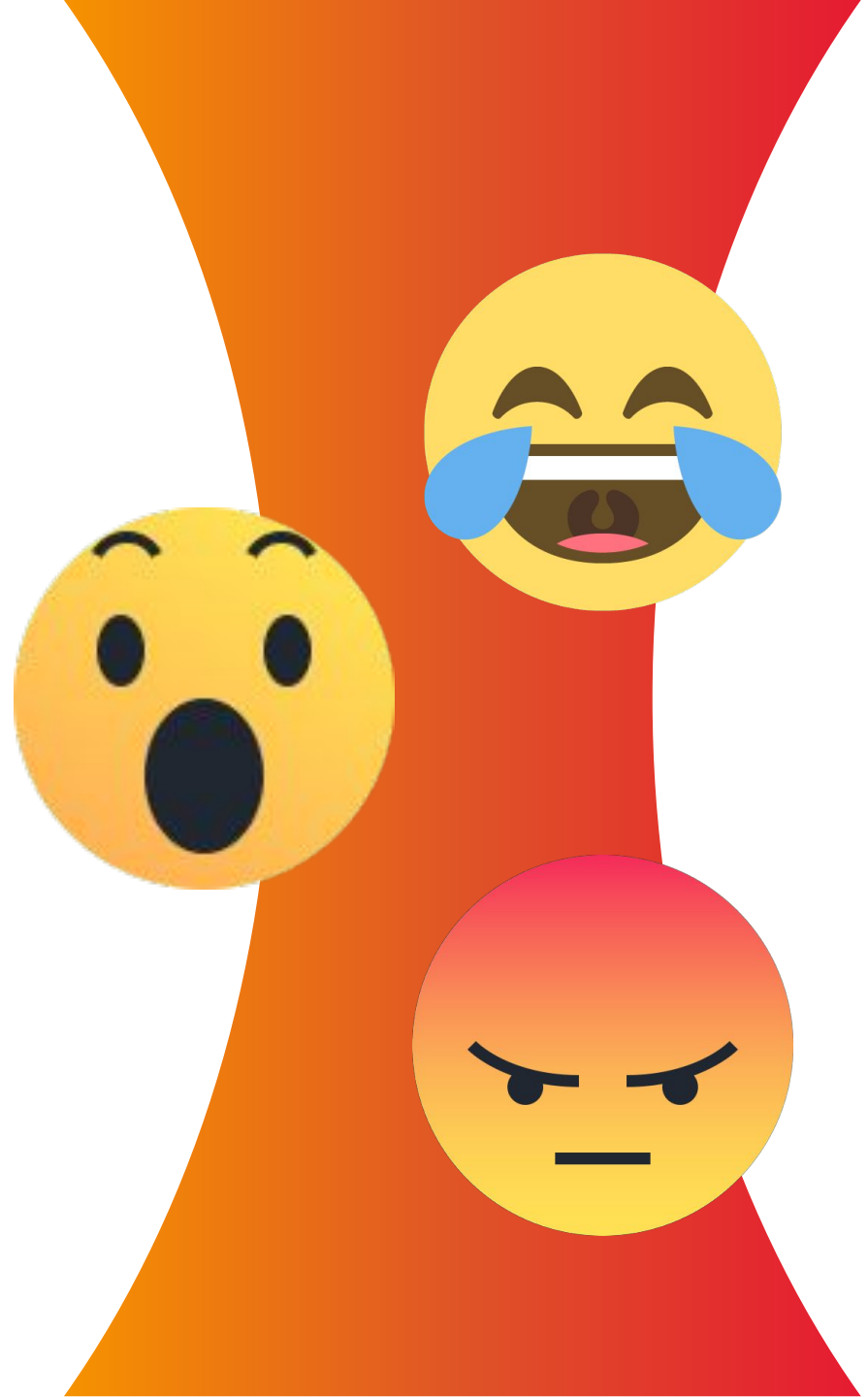
User
Research

Empathy Maps v. Personas

Both informed by user research



Creating an Empathy Map



Empathy Mapping Session

Real Users



UX Designer(s)



Product Team



Marketing

Preparation & Materials

01

Set Up Session: Set aside at least an hour, preferably more.

02

Send Research:
Distribute user research beforehand.

03

Send Expectations:
Information about Empathy Mapping and other expectations.



Running the Session

01

Set the Stage: Clarify the persona or focus group.

02

Brainstorm: In groups or together (but preferably groups).

03

Converge: If done in groups, consolidate and validate



Brainstorm

Work through sections step-by-step to enhance focus.



Consolidate & Validate

Group similar insights together, confirm understanding, and discuss conflicting points.



Summarize & Share

Create a clean, professional document to make insights visible and accessible.



Live Exercise



THINK and FEEL

HEAR

SEE

SAY and DO

PAIN

GAIN

01

In your groups, identify one or two areas you would like to fill out.

02

Your user group is a “young professional woman in her first technology job”

03

Fill out your identified section(s) for your user group, for a BICYCLE product

Key Takeaways

01

Empathy is key to user-centered design.

02

Empathy maps are living, evolving tools that help us understand our users deeply.

03

Build your maps in a collaborative mapping session.



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