



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



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VOYAGE VISTA

That is the relationship personas have with empathy and journey maps. They are not a replacement and they serve no purpose without the personas in place.

We have a base set of knowledge that we can store by default, but with the advent of the internet — and smartphones — we know that the internet as a more detailed extension of our intellect. We may not know the exact answer, but we know how to find it, yet the intellect would be rendered useless without our intellect as we would no longer be able to use it to the slightest.

In recent years *empathy maps* and *journey maps* have gained popularity due to the fact they are an upgrade and extension of *personas*. Personas are too empathy maps, what the internet is to our intellect.

This section consists of what the user thinks during the entire process.

Since humans have yet to be capable of reading minds, these "thoughts" are derived from insights gained during quantitative analysis

If you're permitted to record the user — after filming — you can study their body language to harness insights as to what they are *thinking* as well as *doing*.

The entire design process begins empathizing with the user and gathering data. Once this data is gathered you can synthesize it into a persona, which will serve as the centerpiece for both your empathy and journey map

The empathy map helps you identify what the user is struggling with and the journey map allows you to identify where in the process this is occurring.

You cannot render reliable personas, empathy maps, and journey maps without exercising design thinking, and without these deliverables, design thinking is rendered useless across your team.

**Emotions** are represented by a curved line graph that goes up and down to communicate how happy or frustrated the user is with each phase of the journey.

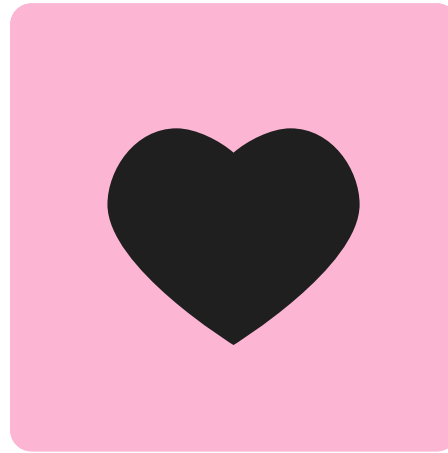
It's common practice to plant emojis on the y-axis of the journey map to make it easy to understand the emotional state of the user across the whole journey.

If you do exercise design thinking without creating these deliverables two things will happen:



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?