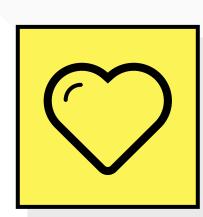


Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Say: What the user says,including their quotes, feedback, and options

The situation that someone is in can very widely depending on the individual and the context.

This section focuses on what the target user/customer says, such as their expressed needs, wants, opinions, and feedback

GOAL

Use it as a tool for understanding your customers or targate audience: An empathy map canvas is a visual tool that helps you uderstand the emotions, behaviors, and motivations

What do they THINK and FEEL?

GAINS () A () What are their wants, needs, hopes, and dreams?

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make?

How will we know they were successful?

Say/Po:what the user says or does in this situation

What to say: Users may need to decied what to communicate to others, whether its expressing their needs or giving feedback on a product or service

Clarity: Was the empathy map canvas clear and easy to undersatand?did it help to communication the users perspective to the design team or stakeholders?



What do they HEAR?

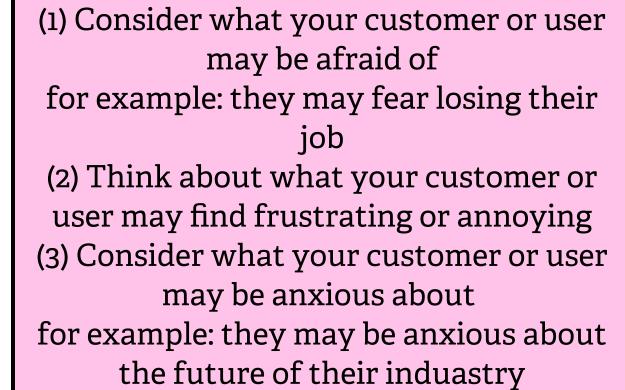
What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

1) "I wise this product was easier to use" 2) "I love how this service saves me so much time"

"Says"-what the user says out loud "thinks"-what the user is thinking internally "does"-what actions the user is taking

 feedback on their work or performence information about company policies or procedures office gossip or rumors

Rumers and gossip: Depending on the social context, the group in question may be hearing rumors and hearsay about events, people or situations. This informationmay be second or third hand and may not be bassed on actual facts or reliable sources



PAINS

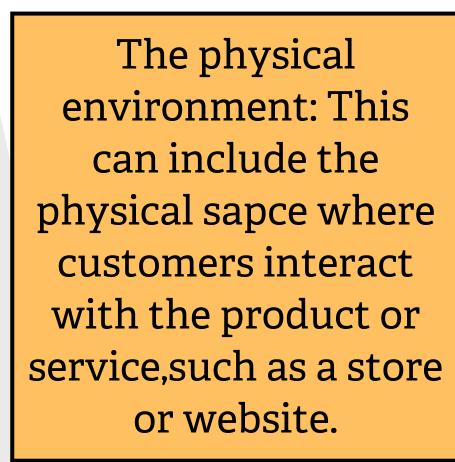
What are their fears,

frustrations, and anxieties?

The "gain" section of the empathy map refers to the benefits, positive outcomes,or reward that the person or group hopes to achieve

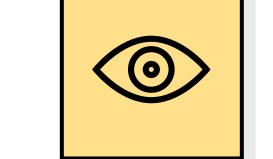
What other thoughts and feelings might influence their behavior?

Personl belief and values: These can strongly influence a persons actions and decisions



possible things that the user might see in their immediate environment. Other people eg: family members,strangers

Here are some

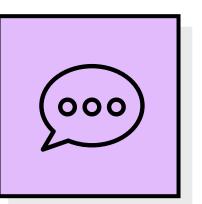


What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

What are some common phrases or comments the person hears from

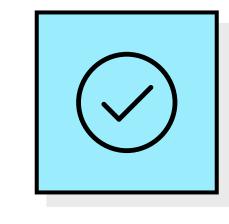
Books, magaziness, and other print, blogs, documentaries that they might watch



What do they SAY?

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

In this quadrant, you can imagine what the user might say or verbalize about their experience, such as thier likes dislikes ,pain points ,and frustrations.



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

It involves creating a visual representation of the users behaviour, attitudes, emotions and experiences

Users frequently express frustration with a particular aspect of the product or service

Engaging with products or services that meet their needs and desires





