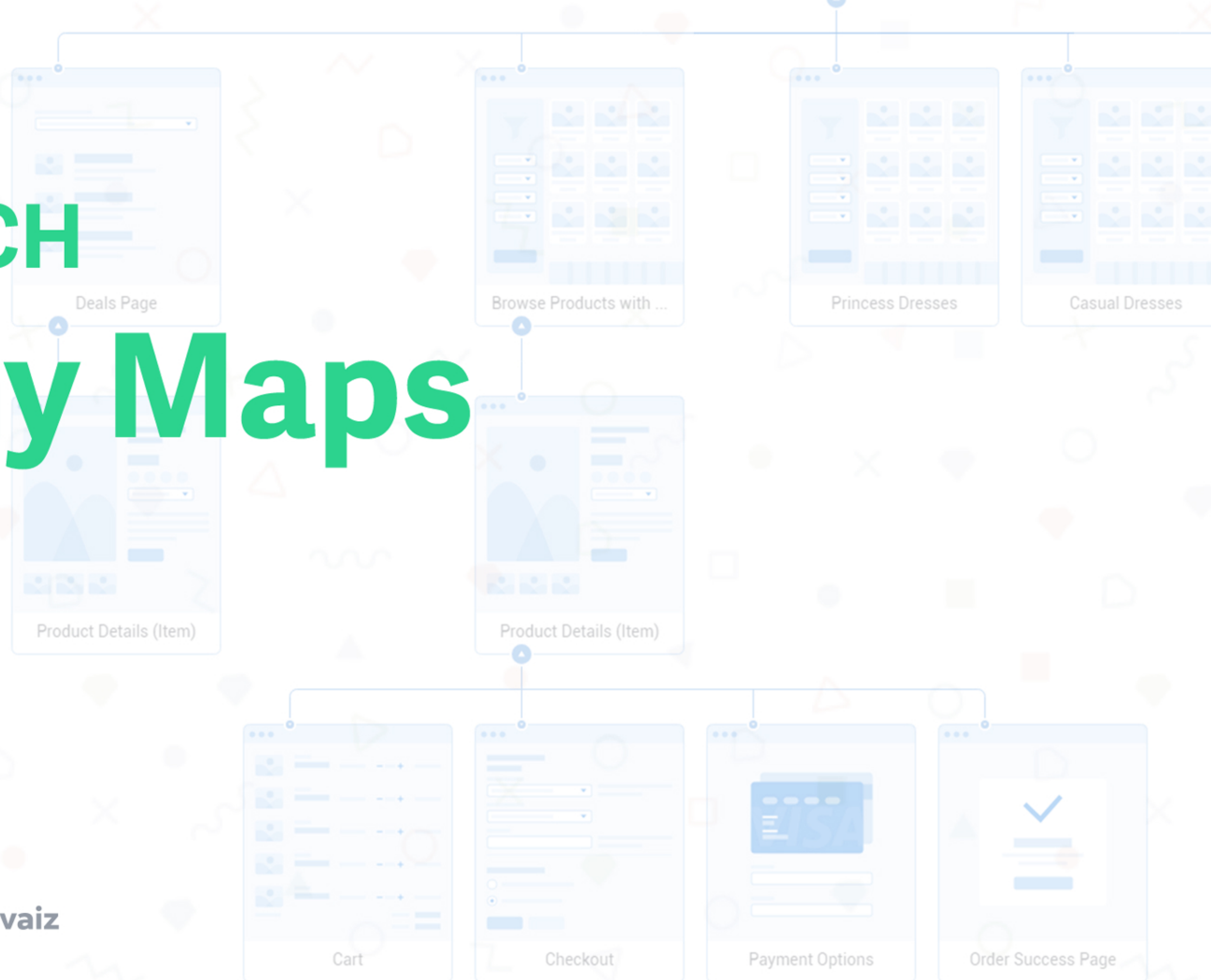


UX RESEARCH

Empathy Maps

UX PROCESS SIMPLIFIED

A course by : Muhamad Ahsan Pervaiz



What are Empathy Maps?

An empathy map is a collaborative visualization used to know more about a particular type of user.

We record what user is

Saying, Thinking, Feeling and Doing

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

Benefits of Empathy Maps

- Uncover user needs that the user themselves might not be aware of
- Understand what triggers user's behaviors
- Guide us towards meaningful innovation
- Dig deeper into user's feelings and problems

UX Process Simplified

Muhammad Ahsan
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