

Enterprise Design Thinking

by IBM

TOOLKIT

Empathy Map



[Get the latest version of this deck.](#)

INTRODUCTION

Why do you use this activity?

As a group, reflect upon your team's collective knowledge about your users, and create a common understanding of their goals and motivations.

INTRODUCTION

When should you use this activity?

Create or reference Empathy Maps before an important decision or directly after an observation session.

INTRODUCTION

It's important to remember that you are not your users.

You ≠
User

INTRODUCTION

We suggest **30 minutes** for this activity.
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes before talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

Empathy Map

30 min

GATHER

Make sure you have defensible data based on observations of your users.

When you can, invite users or Sponsor Users to participate.

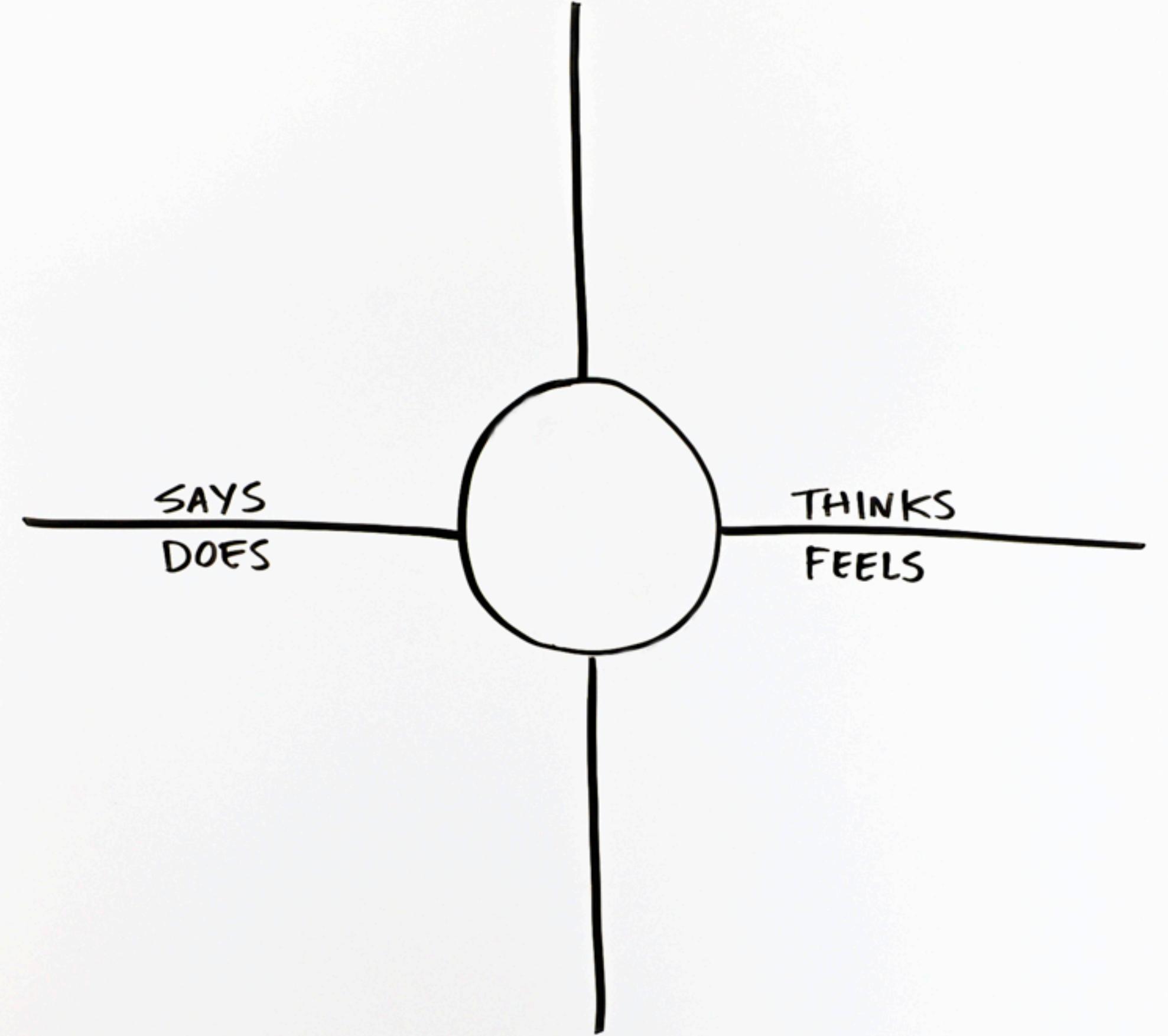


Empathy Map

30 min

SETTING UP

Draw a grid and label the four quadrants with;
Says, Does, Thinks, and Feels.



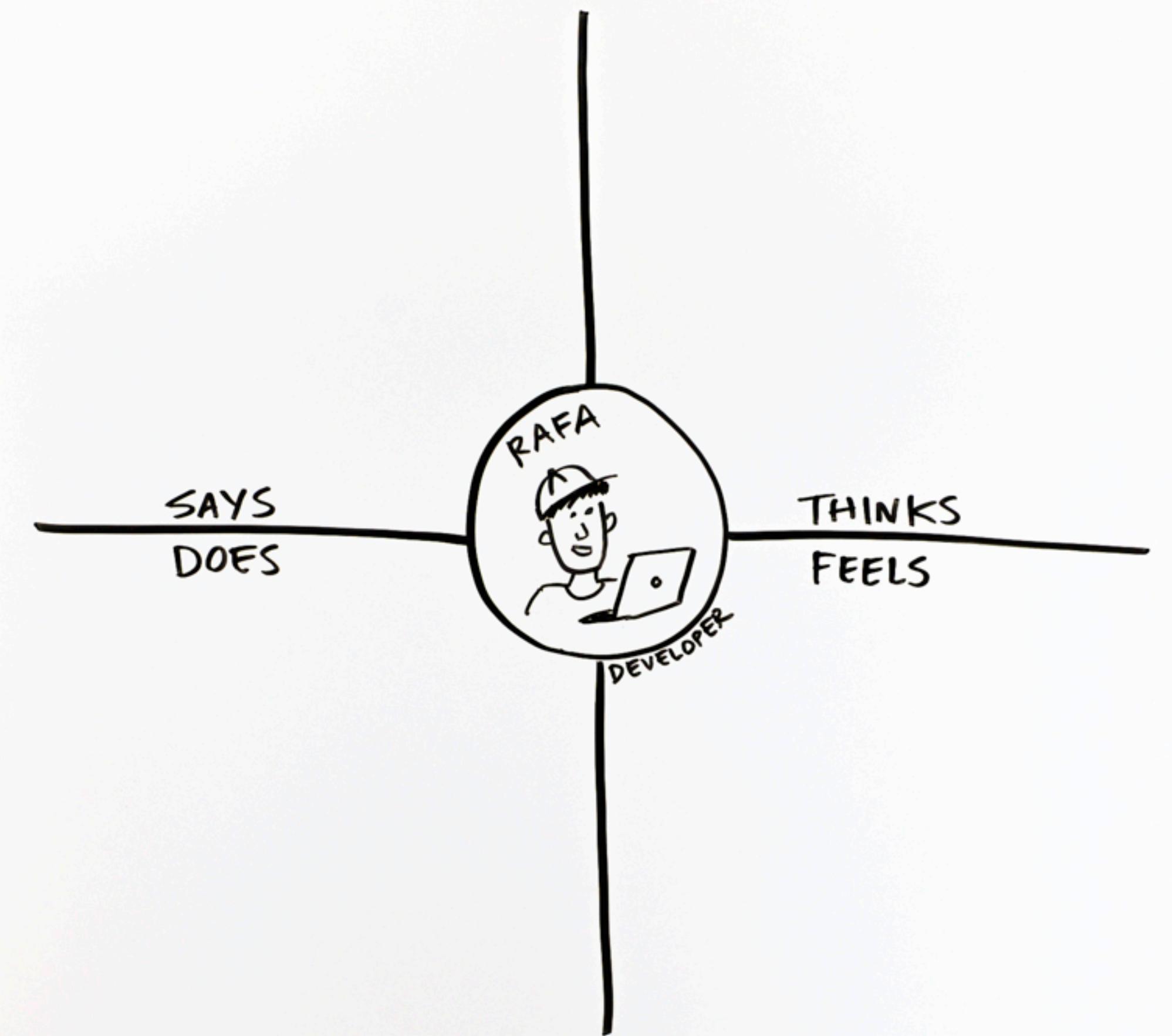
Empathy Map

30 min

SETTING UP

Sketch your user or stakeholder in the center.

Give them a name and brief description of who they are and what they do.



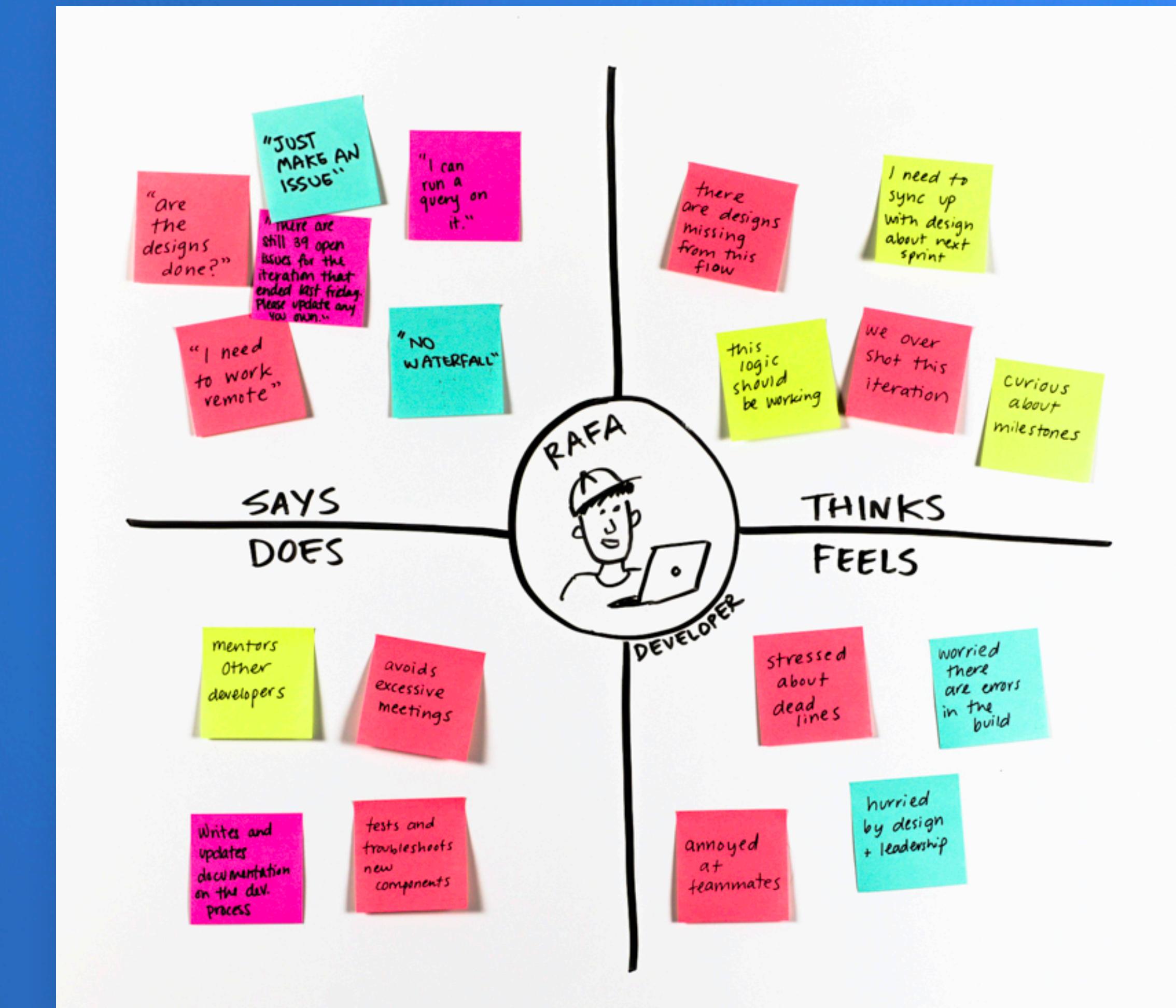
Empathy Map

30 min

CAPTURE OBSERVATIONS

Everyone records what they know about the user or stakeholder.

Use one sticky note per observation and place it within the appropriate quadrant.

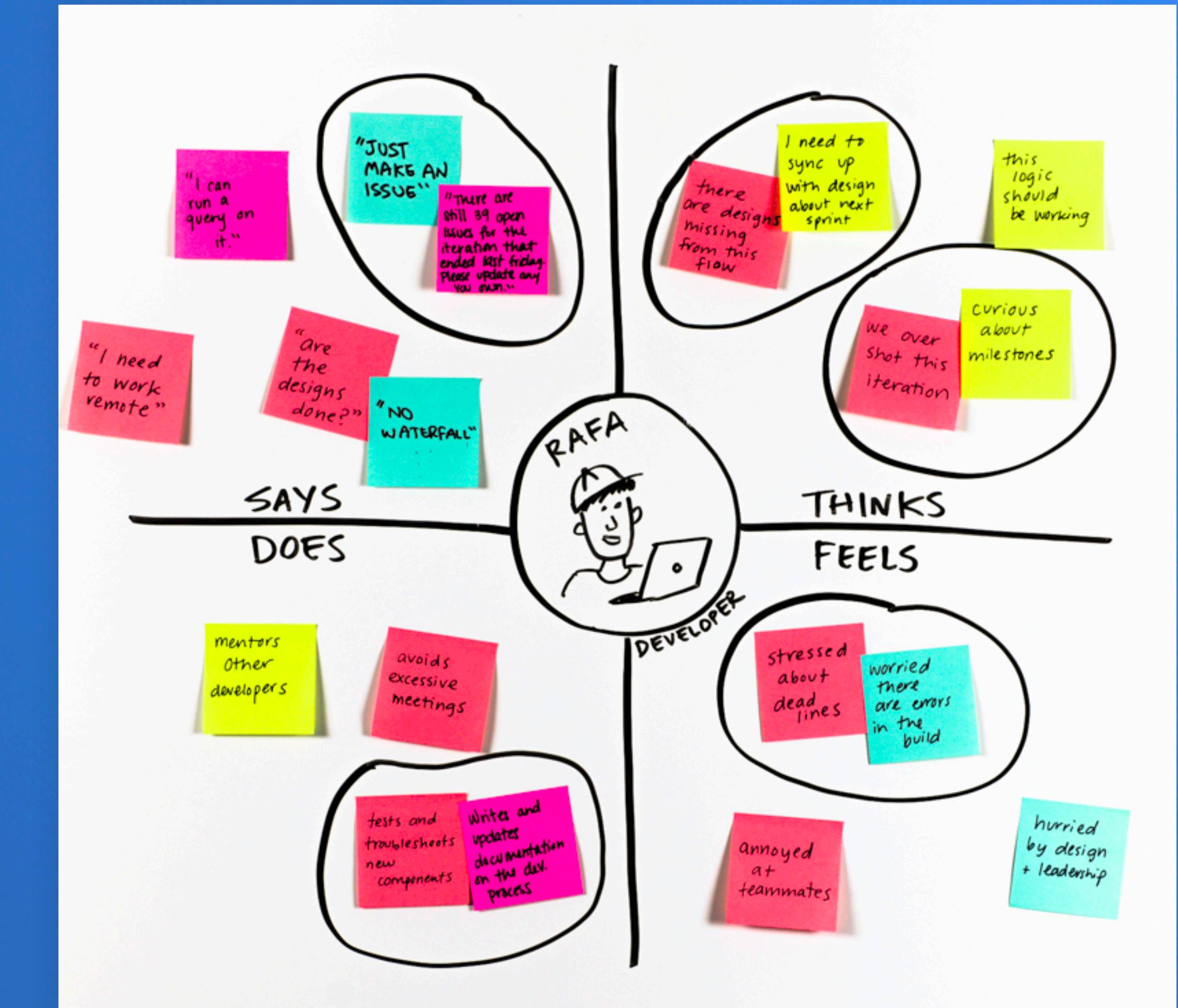


Empathy Map

30 min

CLUSTER

Within each quadrant, cluster sticky notes that relate to each other.



Empathy Map

30 min

CLUSTER

Imagine how these different aspects of your user's life influence what they need.

- Can you imagine yourself in their shoes?



Empathy Map

30 min

PLAYBACKS

Choose one person to play back the Empathy Map.

- Label anything on the map that might be an assumption or a question for later inquiry or validation.



**Enterprise
Design
Thinking**
by IBM

TOOLKIT

Empathy Map