Empathy map

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes. It is a useful tool to helps teams better understand their users. Empathy mapping is a simple workshop activity that can be done with stakeholders, marketing and sales, product development, or creative teams to build empathy for end users. For teams involved in the design and engineering of products, services, or experiences, an empathy mapping session is a great exercise for groups to "get inside the heads" of users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy maps are most useful at the beginning of the design process after user research but before requirements and concepting. The mapping process can help synthesize research observations and reveal deeper insights about a user's needs. (The maps are most effective when based on research data, but like provisional personas, can be built using knowledge from internal participants or using existing personas.) It can help guide the construction of personas or serve as a bridge between personas and concept deliverables.

When included in early project stages, the exercise helps teams enter the user's world and approach things from his or her point of view before creating solutions—whether it's ideas for content, a webpage design, app prototype, or new service offering. The benefits include:

Better understanding of the user

Distilled information in one visual reference

Callouts of key insights from research

Fast and inexpensive

Easily customizable based on available information and goals

Common understanding among teams

The maps can also be used throughout the design process and revised as new data becomes available. A sparsely populated map or a session that reveals more questions than answers indicates where more user research needs to be done.

The Stockton Cafe

SITE MAP

HOME	MENU	RESERVATIONS
THE STOCKTON CAFE	COFFEE	OUR EVENT SPACE
ORIGINS	OTHER BEVERAGES	SPECIAL PACKAGES
BRANCHES	SANDWICHES AND SALADS	TRAINING WORKSHOPS
CONTACT US	DESSERTS	CALENDAR OF EVENTS

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