

2.1 Empathy map: Start with the GOAL section, by defining WHO will be the subject of the Empathy Map and a goal: something they need to DO. This should be framed in terms of observable behavior.

2.2 Once you have clarified the goal, work your way clockwise around the canvas, until you have covered Seeing, Saying, Doing, and Hearing. The reason for this is that the process of focusing on observable phenomena (Things that they see, say, do and hear) is like walking a mile in their shoes. It gives us a chance to imagine what their experience might be like, to give us a sense of what it “feels like to be them.”

2.3 Only AFTER you have made the circuit of outside elements, you focus on what’s going on inside their head. Many Empathy Map templates do not leave space inside the head at the center of the Empathy Map and put the “Think and Feel” categories on the periphery of the map. The large head in the center is one of the most important aspects of the map’s design. The whole idea is to imagine what it’s like to be inside someone else’s head. That was and is the primary power of the exercise.

Empathy map

The Empathy Map Canvas is a structured template for understanding a user's experience. It features a central head-shaped area divided into 'PAINS' and 'GAINS' sections, surrounded by seven numbered sections for external observations. The canvas is titled 'Empathy Map Canvas' and includes fields for 'Designed for:', 'Designed by:', 'Date:', and 'Version:'.

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

1 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?

GOAL

2 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?

3 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?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

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

6 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?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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