Description

An empathy map is a collaborative visualization used to articulate what is known about a particular type of user. It externalizes knowledge about users in order to create a shared understanding of user needs, and aid in decision making. It helps synthesize observations and draw out unexpected insights. Empathy maps provide a glance into who a user is as a whole through a study of what they speak, think, do and feel about an activity.

How to conduct

Duration: 30 - 45 min

Resources:
- Persona(s) to be further analyzed

Material: Pens, Post-its

Participants per team: 3 - 5 people

Instructions:
1. After user groups have been identified, interviewed and target personas have been established, the journeys and experience need to be reflected upon. What they said, thought, felt and did during the interactions need to be mapped out in order to create a canvas. This can further be analysed to bring out gaps in the project.
2. Each persona can be placed in the center of an empathy map to be further analyzed in terms of what the persona says, thinks, feels and does
3. Reflecting on the different aspects of the persona, groups will emerge into the mental model of the user group and develop empathy
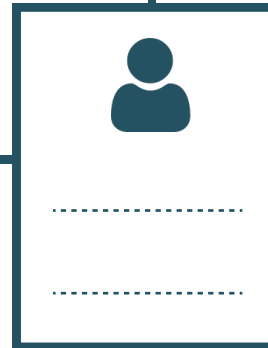
SAY

THINK

FEEL

DO