

TOOLKIT

# Empathy Map

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## 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  $\neq$   
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!



**GATHER**

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

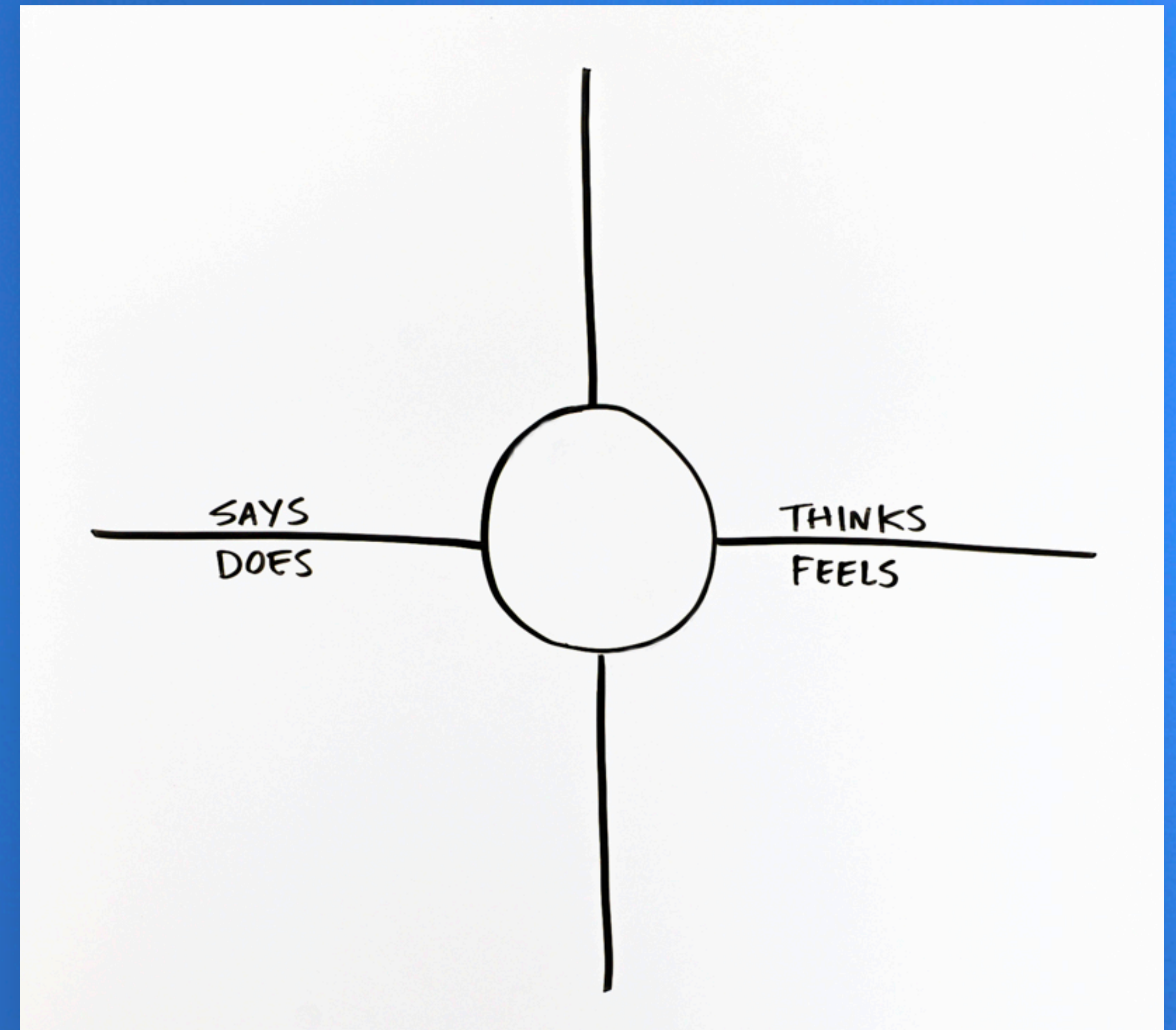
When you can, invite users or Sponsor Users to participate.





## SETTING UP

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

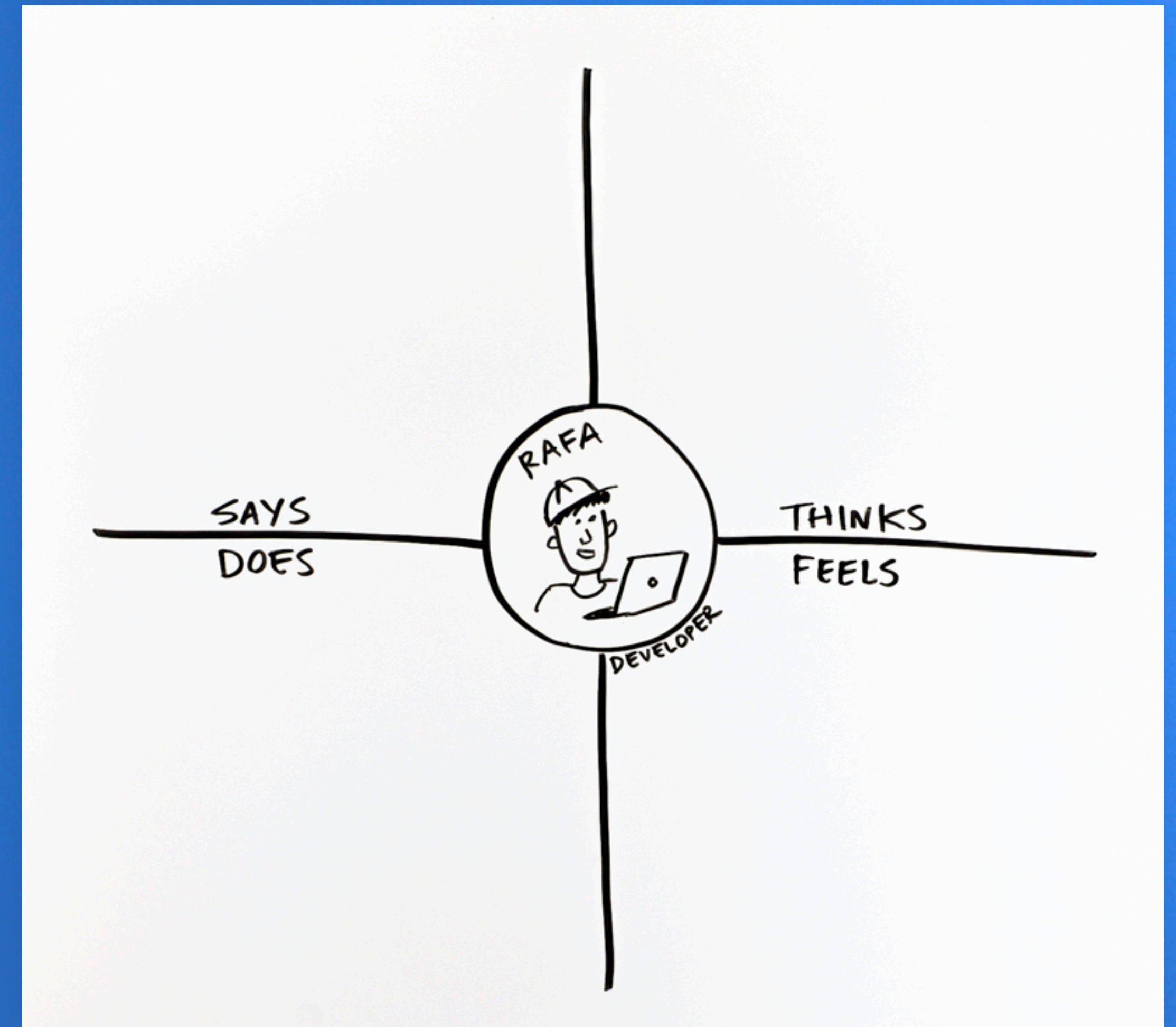




## SETTING UP

Sketch your user or stakeholder in the center.

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

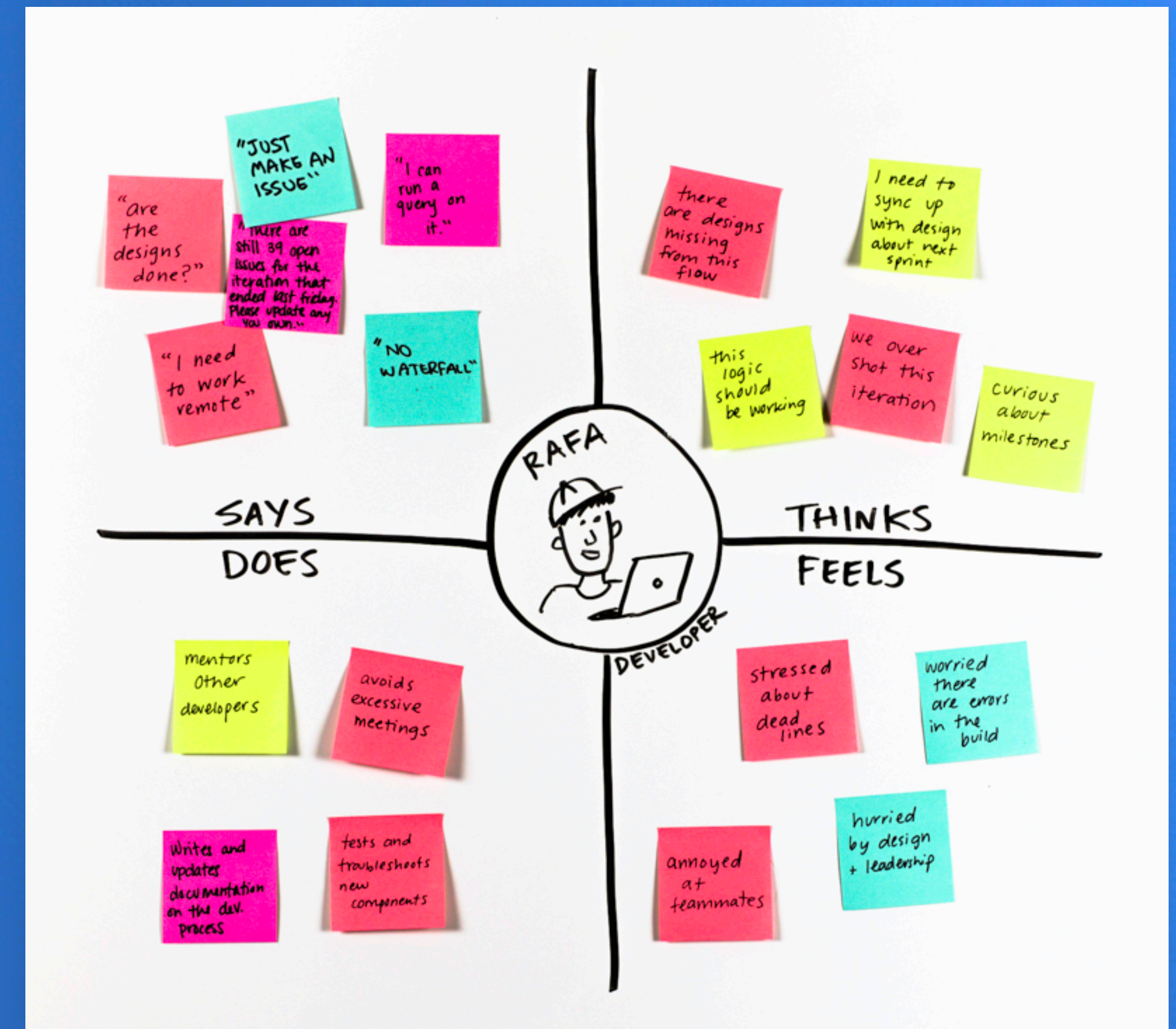




## CAPTURE OBSERVATIONS

Everyone records what they know about the user or stakeholder.

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





## CLUSTER

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





## CLUSTER

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

- Can you imagine yourself in their shoes?





## 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.





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