

Empathy Mapping

With your team begin to share your experiences interviewing, shadowing and observing.

One approach is to create one empathy map for each group of “stakeholders”

This is not the only way

What did they say? quotes

What do they do?

behaviors/body language

What are the emotions? Thoughts?

As you are sharing fill in the map using text boxes, post its, etc...a separate one for each thought.

You can use chart paper, canva, mira, mural or any other means to create a shared visible space.

You can download a template [here](#)

There is a sample on the next page.

SAY

What are some quotes and defining words your user said?

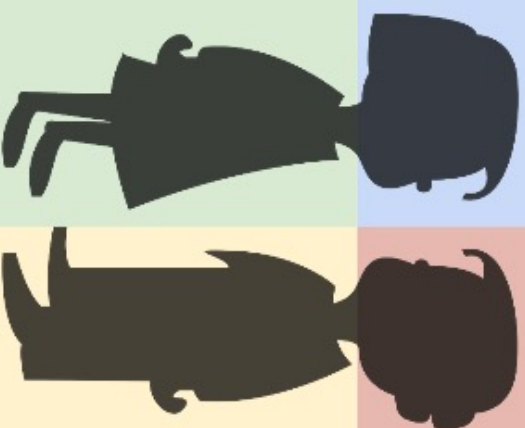
Empathy Map

THINK

What might your user be thinking?
What does this tell you about his or her beliefs?

DO

What actions and behaviors did you notice?



FEEL

What emotions might your subject be feeling?

Finally, find Needs and Insights of your user.

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