

# EMPATHY MAPS

A method to understand users' perspectives relating to your problem or opportunity.

## Why

Empathy maps help identify patterns and themes that are important to your project, enabling you to understand the real problem to be solved.

Empathy maps also highlight if you are asking the right questions in your research activities.

## When

**Experience based codesign (EBCD) approach (inner circle)**

Start-up & engage and understand phases

**Redesign Model (outer circle)**

Initiation, diagnostics and solutions phases

## How

- 1. Prepare.** Stick four blank sheets of large butchers paper side-by-side to the wall; add more if you need. Refer to the empathy map template and draw the quadrants.
- 2. Identify relevant groups.** Find connections between the participants, e.g. a problem they have, location, etc. Generally, you will have 1-5 connected groups.
  - Allocate a different-coloured sticky note for each group.
  - Summarise the characteristics of each group on the appropriate coloured sticky note. Stick on the right of the template in the "Group" section.
- 3. Share your data.** One by one, verbally share your findings and data gathered. Other team members listen and take notes, writing one key point per sticky note and placing it in the relevant quadrant, i.e. quotes (saying), actions (doing), beliefs (thinking) and emotions (feeling).
  - Listeners probe the narrator for the additional meaning (thinking and feeling) behind observed behaviours (saying and doing).
- 4. Highlight contradictions and surprises.** These are known as insights.
- 5. Reflect.** As a team, ask and discuss:
  - Do the groups have different needs? What patterns do we see?
  - Do any contradictions exist between saying and doing, or doing and thinking and feeling?
  - What seems to be problem that we should focus on?
  - Do we need to extend our research and learn more by asking different questions?

## Time

30-90 minutes

## Resources

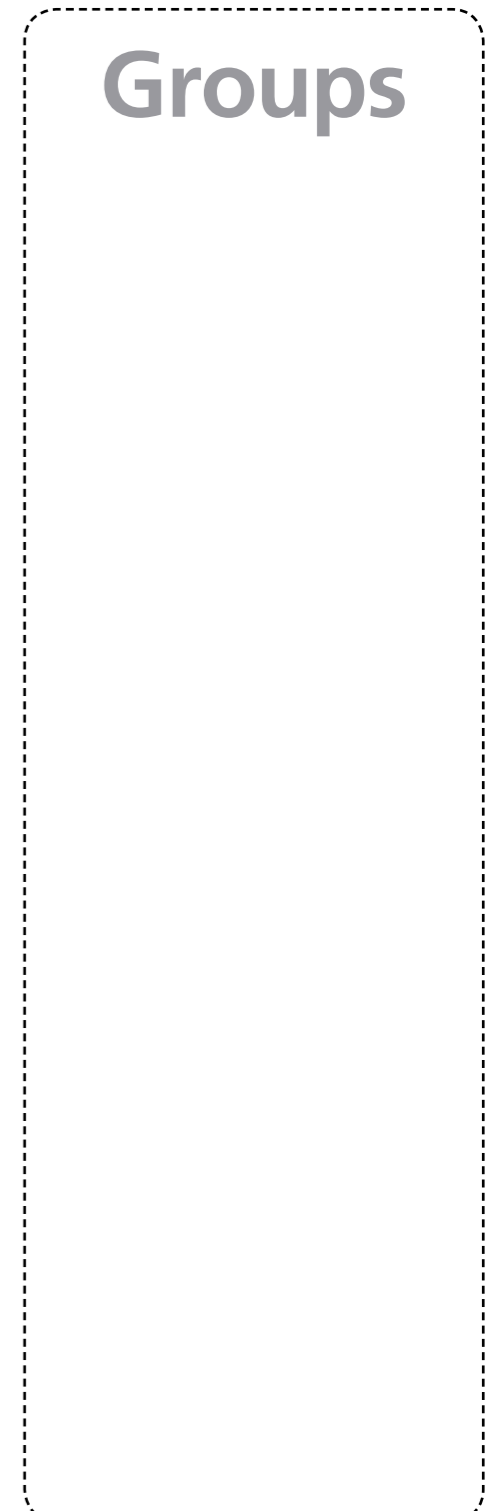
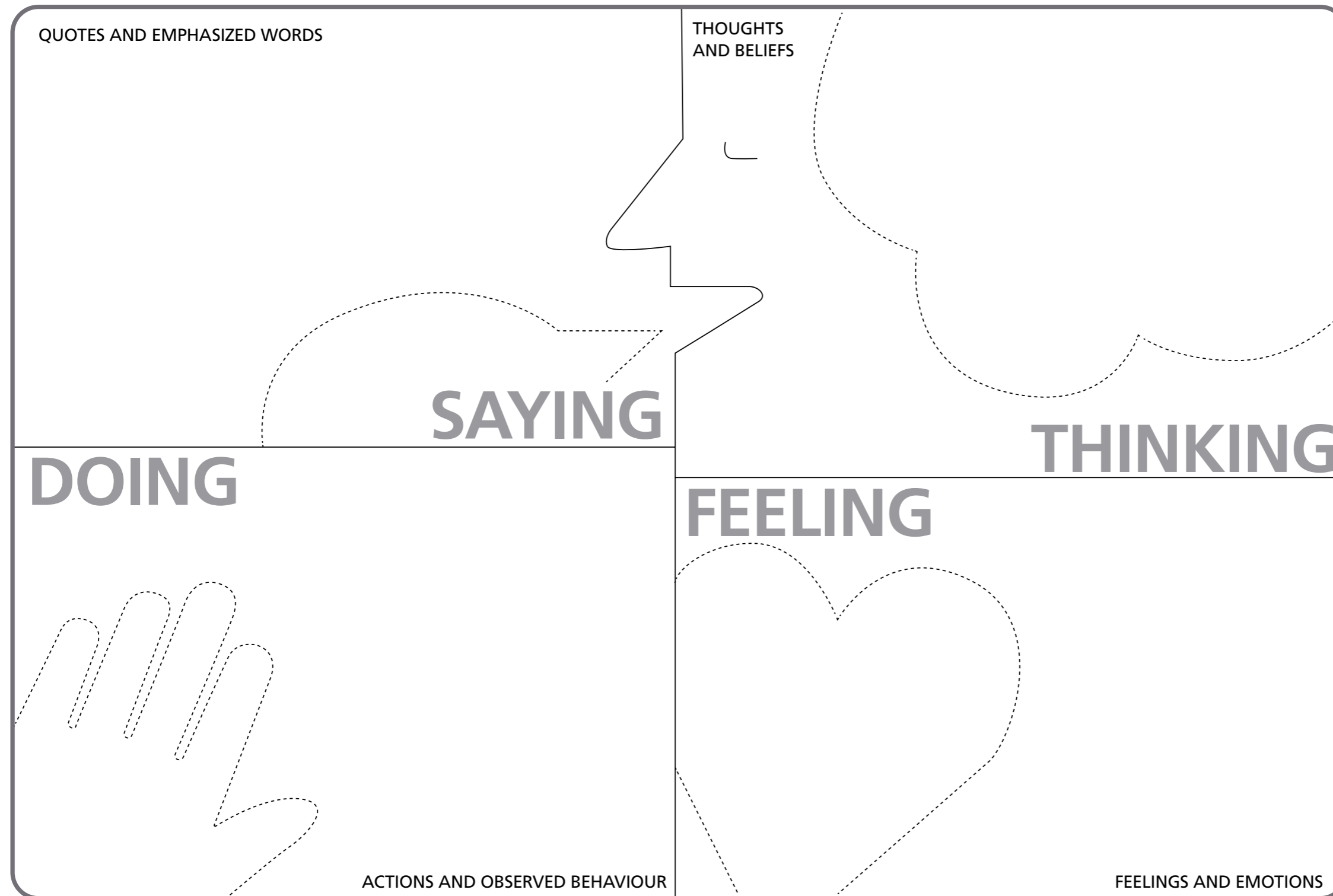
- Data – research findings
- Large butchers paper
- Empathy map template
- Marker pens
- Sticky notes
- Adhesive or pins

## Tips

- The listener/prober role is just as important as the narrator.
- Capturing thoughts and feelings will lead to better insights.
- Thinking and feeling can be suggested by observing body language, tone and choice of words in your interviews.



# EMPATHY MAP TEMPLATE



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