



EMPATHY MAPPING: UNDERSTANDING USERS AND PRIORITIZING THEIR NEEDS

DESCRIPTION

This job aid presents an empathy map to enable product and service designers not only to understand user behaviour, but also to visually communicate their understanding to others.

WHEN TO USE

- Before building or redesigning a product, service or program to get an initial shared understanding of the users and their needs
- At regular intervals as your user segment changes



PAIRS WELL WITH

- Stakeholder Mapping (DDN2-J07)
- User Persona (code TBD)
- Journey Mapping: Visualizing the User's Journey (DDN2-J04)
- How to Compose a Point-of-View Problem Statement (DDN2-J06)

PURPOSE

Empathy maps can be used to:

- communicate knowledge about a particular type of user
- create a shared understanding of user needs and motivations
- display user attitudes and behaviours at a glance
- reveal possible knowledge gaps about a user
- aid in decision-making

DESIRED OUTCOME

A visual representation of the users' behaviours and attitudes that helps to:

- understand and create an affinity with the user's perspective as the user tries to perform a task or achieve a goal

HOW TO USE

1. Select the type of user you want to explore further.
2. Complete the template on page 2 based on your experience of the user. You may use the template's prompting questions as inspiration
 - HEAR AND SEE: What types of influences are your users exposed to in their environment?
 - DO AND SAY: What types of actions and behaviors are you observing?
 - THINK: What mental preoccupations might your users have? What does this tell you about their beliefs?
 - FEEL: What types of emotional preoccupations are your users feeling?
3. Share your thoughts about the users with your team and summarize them. This process may identify new needs, new attitudes, new behaviours and possibly even yield new insights.



TIP:

- Consider the positives: Identify as many positive experiences for the users as you can.
- Consider the negatives: Identify as many negative experiences for the users as you can.
- Consider any additional interesting points: Identify all the interesting points that you have not yet considered for the users.

