Empathy Map

# What is this tool used for?

An empathy map allows us to capture information about the customer, so we better understand their goals - what they hear, see, say and do, as well as their pains and gains.

By empathising with the customer's experiences, you can identify opportunities for improvement and innovation, and provide solutions that address their specific problems.

**How the empathy map helps**

Working on this exercise means you start to see the person at the heart of the design process.

Developing a better understanding of their thoughts, feelings and needs enables better decision making, and helps you to create more meaningful experiences. This process helps you to eventually build stronger connections and establish trust with the customer, allowing you to better serve their needs.

**TIP**

Your aim is to discover the deepest truths about your chosen market. As always, honesty is always the best policy - even if your discoveries challenge some of your assumptions.

# How to use this tool

Empathy maps should be completed with a design-thinking approach. Having observed your customer, put yourself in their shoes when working through this tool.

DESCRIBE THE PERSON WHO WE EMPATHISING WITH?

* Who is the person we want to understand? What is the situation they are in? What is their role in the situation?
* What goal are they trying to achieve? What job(s) do they want or need to get done? What decision(s) do they need to make?

IDENTIFY THE USERS BEHAVIOUR – SEE, SAY, DO, HEAR, THINK & FEEL

• Once you have a clear understanding of who you want to understand, put yourself in their shoes for a moment.

• What do they see, say, do, hear, think & feel? Capture your ideas, one per line of text

• Start to map your ideas into each part of the quadrant. Discuss and challenge each other's assumptions.

• With all ideas captured, discuss as a group. Does everyone agree that they represent your customer?

• Move the text around until the group agrees.

DESCRIBE THEIR PAINS AND GAINS

• Begin to brainstorm what pains and gains might result from your previous notes and ideas.

• What are their frustrations, what obstacles might they experience? What are their wants and needs, and what does success look like for them?

*Want to work collaboratively? See the* [*Mural*](https://app.mural.co/template/cfc01317-56a5-40ba-be53-ab91faafa8eb/9d1caee2-4db0-4791-b797-44c3230a027b) *template!*

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| 1. Describe the person we are empathising with |  |  | | | | | Identifying the user’s behaviour | | | | | |
| Persona name here…  Type a description for your persona here… |  |  | | | | **SEE**  What do they see in the health system?  What do they see others saying and doing?  Example here  Example here  Example here  Example here | | **SAY AND DO**  What have we heard or can imagine them saying?  What behaviour have we observed them doing?  Example here  Example here  Example here  Example here | | | |
|  |  | | | **THINK AND FEEL**  What kind of things are on their mind?  What are their emotions?  Example here  Example here  Example here  Example here | | | **HEAR**  What are they hearing others say?  What do they hear from friends or colleagues?  Example here  Example here  Example here | | |
| What is their goal? What do they need to do?   * Add their goals here |  |  | |  | | | | Example here | |
|  |  | **PAINS**  What are their frustrations?  Any obstacles they might experience?  Example here  Example here  Example here  Example here | | | | | **GAINS**  What are their wants and needs?  What does success look like for them?  Example here  Example here  Example here  Example here |

## EMPATHY MAP

Project title:

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