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

# How to use this tool

Empathy maps should be completed with a design-thinking approach that includes stakeholders and isn’t done in isolation.

Observe your consumer and make some judgements based on these observations. You should be able to start thinking and feeling like your consumer. This is not about your business or your product. Your aim is to understand the deepest truths about your potential market. As always, honesty is the best policy – even if your discoveries challenge some of your assumptions.

## PROJECT TITLE

# What do they think and feel?

|  |  |
| --- | --- |
| PAINS | GAINS |
| What are their fears, frustrations, and anxieties? | What are their wants, needs, hopes, and dreams? |

# What do they do?

What do they do today? What behaviour have we observed? What can we imagine them doing?

# What do they hear?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

# What do they say?

What have we heard them say? What can we imagine them saying?

# What do they see?

What do they see in the health system? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

# What do they need to do?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

# Who are 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?