



## TOOL | THE EMPATHY MAP

**Pre-conditions:** *How to define your issue?*

Empathy maps can be completed individually or as a team. Developing empathy maps for varied and contrasting hypothetical users can really round out your understanding of user experience. When you can, invite stakeholders to complete first-person empathy maps!

### TOOL DESCRIPTION:

This exercise is intended to help you to consider the perspectives of those who your project serves or affects. Developing and consulting an empathy map helps your team to consider the many forces around your users and customers that affect their experiences. Post the empathy maps where the team can see them daily.



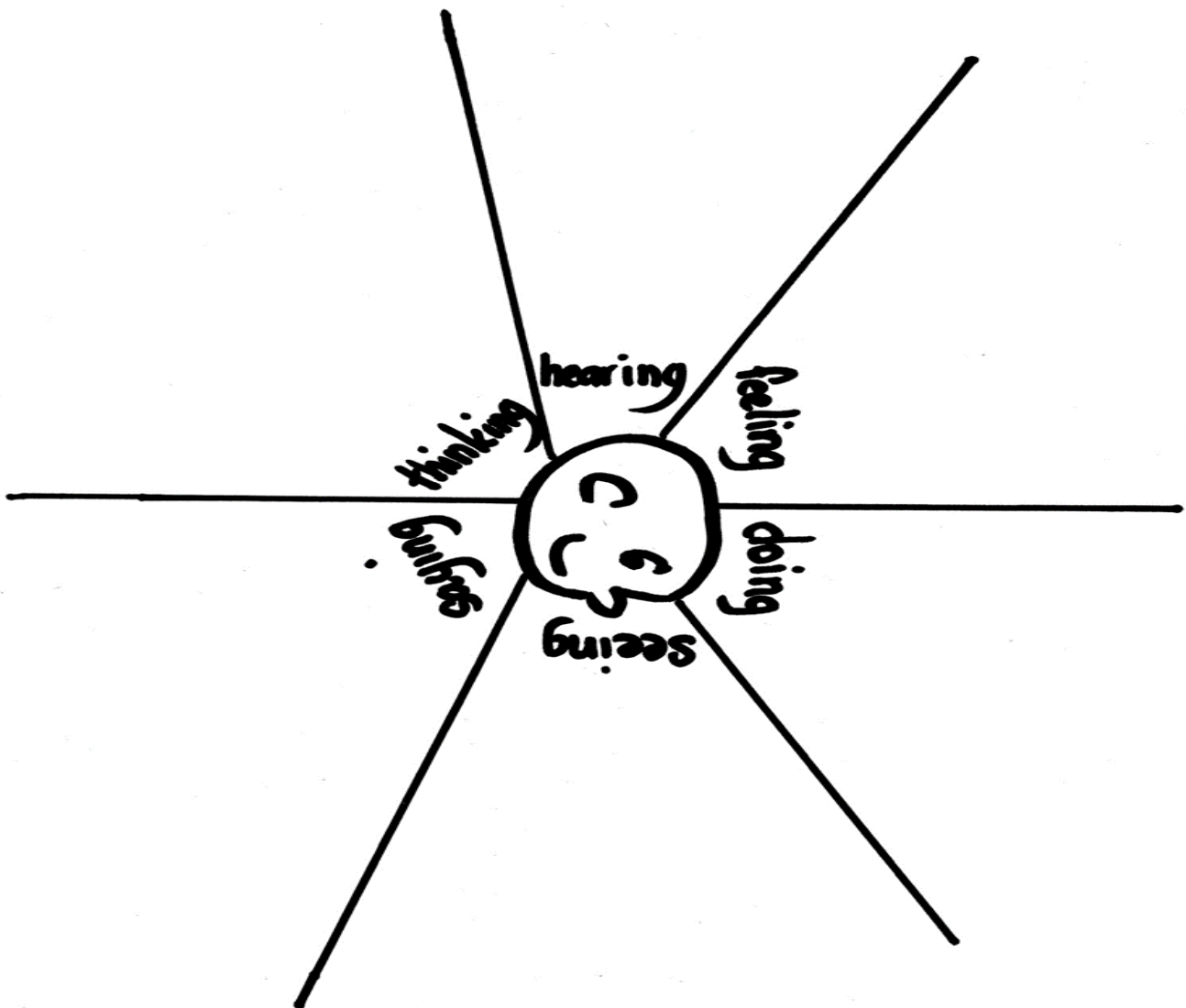
## TOOL HOW TO:

**Step 1.** – Individually or as a group thinking about the target of your initiative. Put yourself in that person's shoes and think about their experience of your project:

- a. What are they seeing?
- b. What are they saying?
- c. What are they doing?
- d. What are they thinking?
- e. What are they feeling?
- f. What are they hearing?

**Step 2.** – Fill in all six areas on the map in as much detail as you can imagine. (15min)

### Step #1 & 2: The Empathy Map Exercise



**Step 3.** – After you have completed your empathy map, list: (15 min)

- a. Three things that this person wants; and,
- b. Three obstacles to those desires.

**Step #3:**

<p><b>Three things that this person wants:</b></p> <p>1.</p> <p>2.</p> <p>3.</p>
<p><b>Three obstacles to those desires:</b></p> <p>1.</p> <p>2.</p> <p>3.</p>

## TOOL DEBRIEF:

Possible debrief questions:

- How do we need to refine the engagement, design or delivery of our work based upon the insights generated from our empathy map?
- What have we learned here that can help us build, and retain, trust among those involved?

## SOURCES:

<sup>1</sup> Gamestorming- [www.gamestorming.com](http://www.gamestorming.com)