



## TOOL | THE EMPATHY MAP

Empathy Maps 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.

### OVERVIEW

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 too.

### Step 1

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

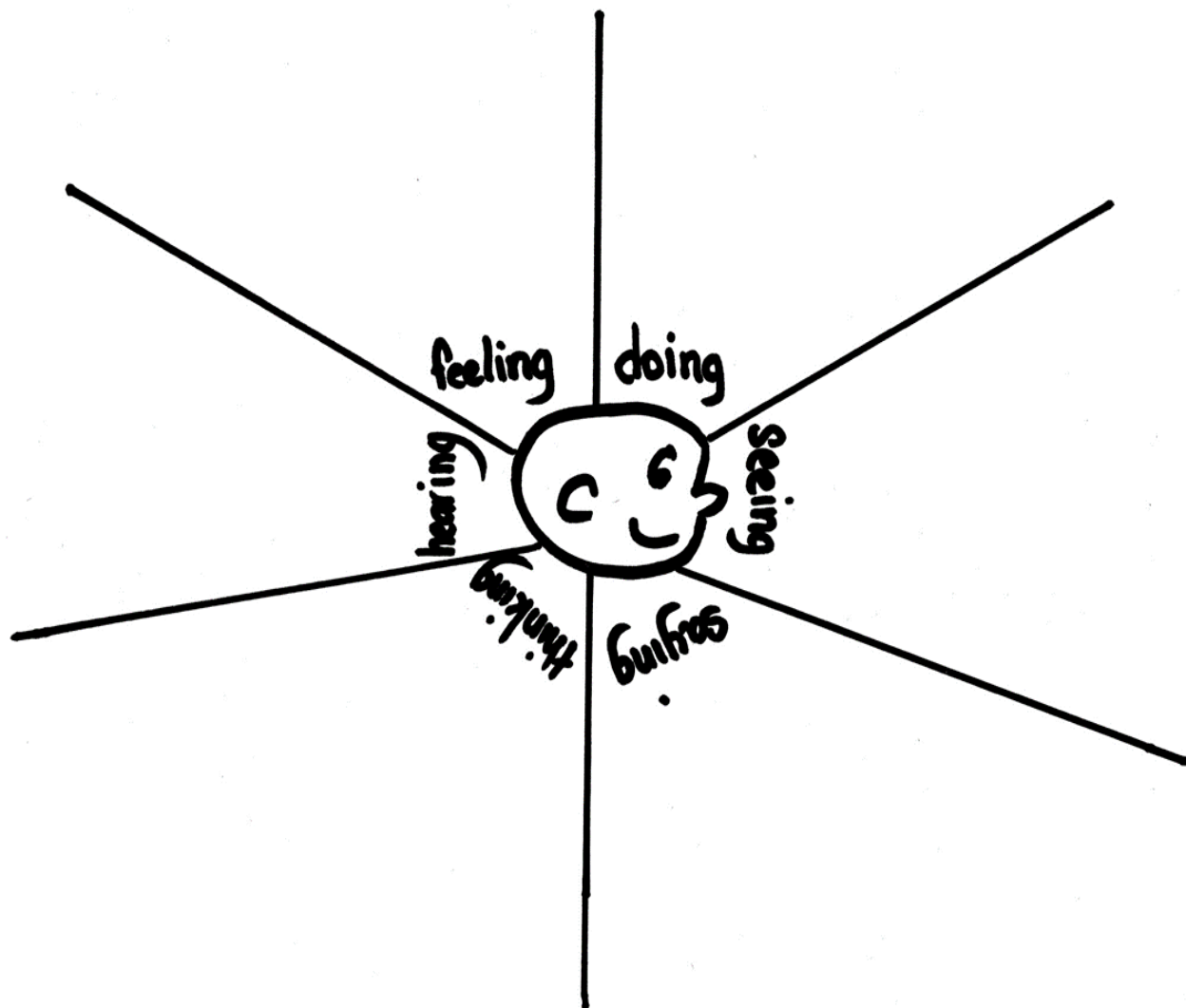
- a. Three things that this person wants; and,
- b. Three obstacles to those desires.



### Source:

Gamestorming- [www.gamestorming.com](http://www.gamestorming.com)

## EMPATHY MAP EXERCISE WORKSHEET



| This person's top 3 wants are: | 3 obstacles to this person's desires are: |
|--------------------------------|---|
| 1.                             | 1.  |
| 2.                             | 2.  |
| 3.                             | 3.  |