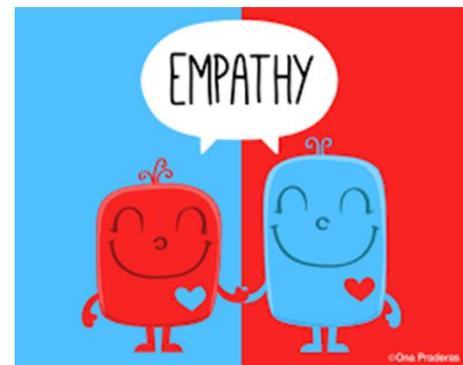


The Empathy Map

EXERCISE DESCRIPTION:

Empathy is the capacity to step into other people's shoes, to understand their lives, and start to solve problems from their perspectives. The Empathy Map is a tool intended to help you to consider the perspectives of those who your project serves or affects. Empathy maps can be created about hypothetical users or customers to better focus on their experience of the project. Empathy maps can be completed individuals or as a team.

Developing empathy maps for varied and contrasting hypothetical users can really round out your understanding of user experience and help 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 and, when you can, invite real live stakeholders to complete first-person empathy maps!



“In order to get to new solutions, you have to get to know different people, different scenarios, and different places.”

**—Emi Kolawole, Editor-in-Residence,
Stanford University d.school**

EXERCISE HOW-TO:

Time required: 30 minutes

Instructions:

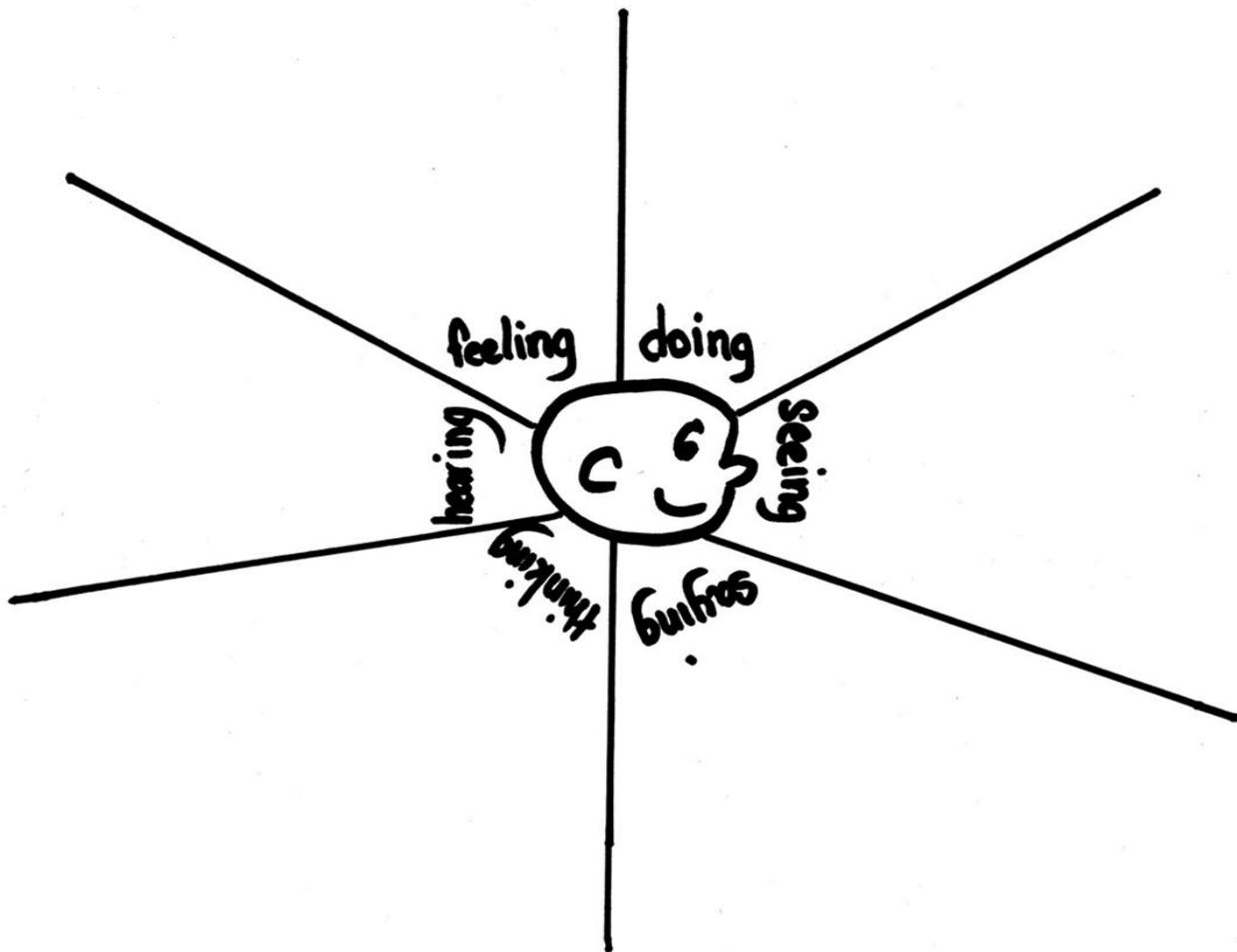
1. Choose a name, sex and age for this person. Do they have a job, a family or something else distinctive about their daily life? Jot these characteristics down on the edge of the map.
2. Put yourself in that person's shoes and think about their experience of your project:
 - a. What are they seeing?
 - b. What are they saying?
 - c. What are they doing?
 - d. What are they thinking?
 - e. What are they feeling?
3. Answer all six questions on the map in as much detail as you can imagine.
4. After you have completed your empathy map, list:
 - a. 3 things that this person wants; and,
 - b. 3 obstacles to those desires.

EXERCISE 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's have we learned here that can help us build, and retain, trust among those involved?

The Empathy Map Worksheet



NOTES:

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