Empathy Mapping: Getting Started with the Next Tool You'll Love

Christina J. Inge
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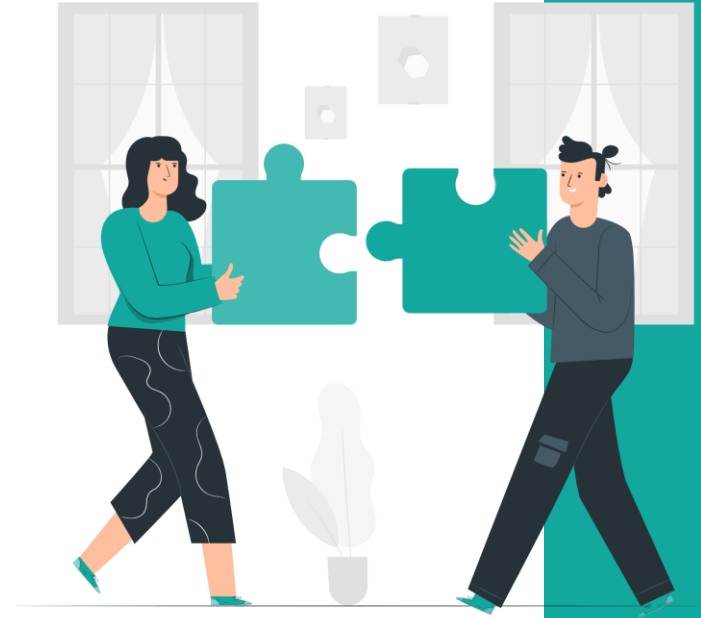WE MAKE TECHNOLOGY FRIENDLY

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Everything you need to know
u10.me/pco

"Empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do." – Dam and Siang, Interaction Design Foundation

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Empathy-driven research is not MR

Feelings: how the user feels about the product and using the product

Facts: who the user is, what their financial or practical relationship is to the company

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Investing in the Empathy Phase

- Empathize stage of Design Thinking represents a major investment of time

- May be the longest phase
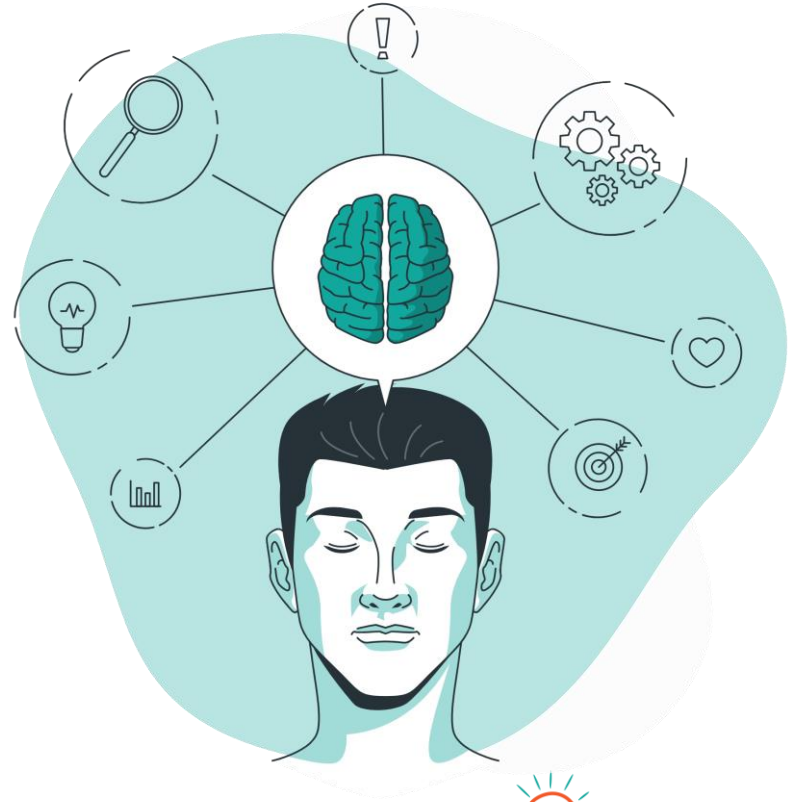
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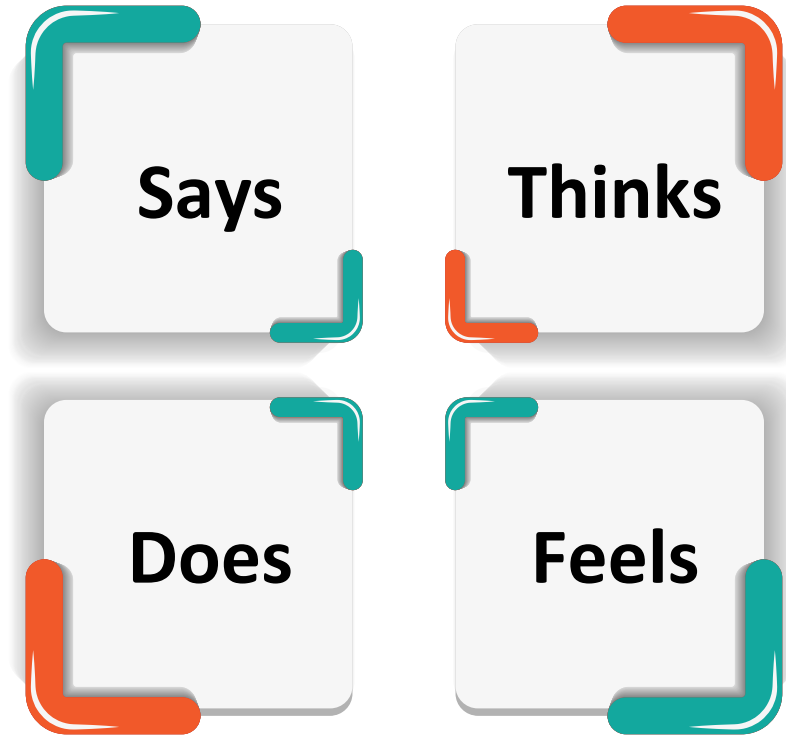WE MAKE TECHNOLOGY FRIENDLY

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Effective Empathy Maps

The "10-minute persona"

Using empathy maps as the basis of larger personas

Maps for specific tasks

Classical Empathy Map

Says

Thinks

Does

Feels

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Empathy Map Canvas

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they
HEAR?
what friends say
what boss say
what influencers say

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

thoughtlight.net

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Thoughts and Feelings

- How does the user feel in the context of the task, or when the task is triggered?
- How do they feel when performing the task?
- What is the cognitive load?
- When and how do cognitions change throughout the process?

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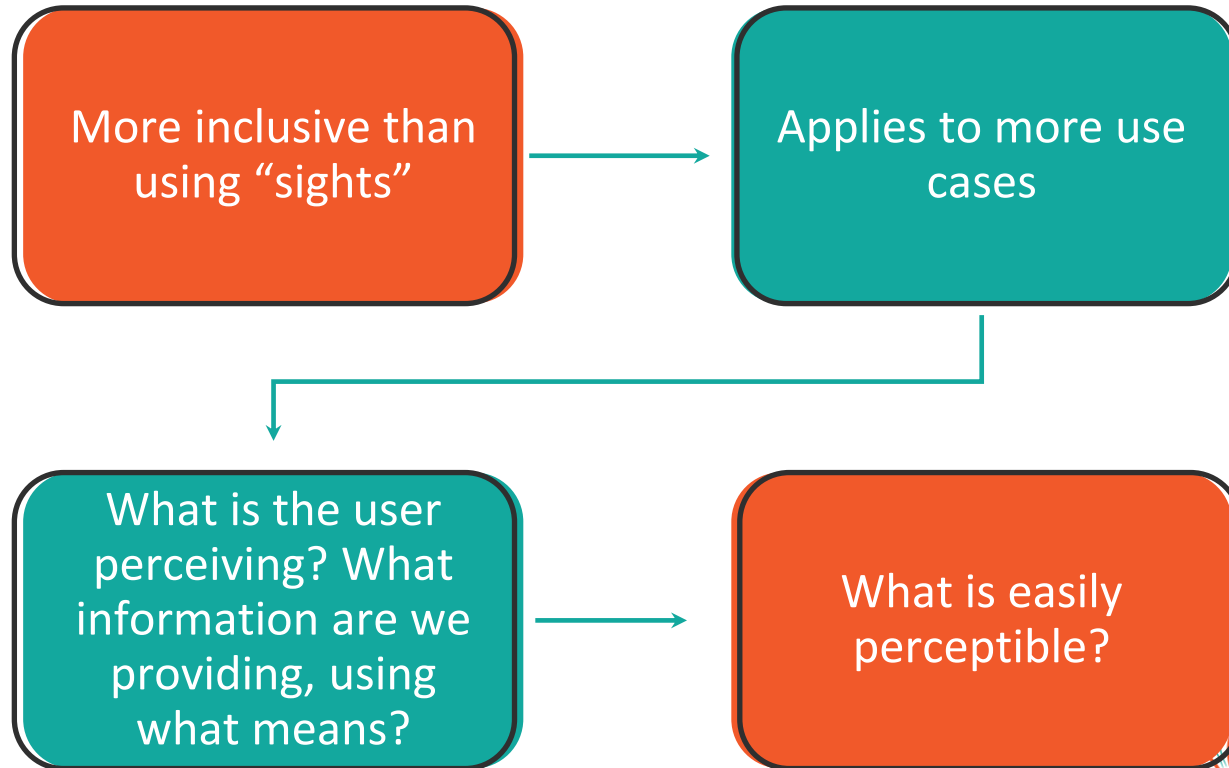WE MAKE TECHNOLOGY FRIENDLY

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Actions

What is the user actually doing?

(Most non-empathy approaches stop here)

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Perceptions

More inclusive than using "sights" → Applies to more use cases

What is the user perceiving? What information are we providing, using what means? → What is easily perceptible?

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Influences

What impacts the users' decision to engage with the product?

What influences impact them while engaging with it?

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Quotes

What does the user say about their experience?

How does that vary by persona?

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Methods

Field studies

Focus groups

UX methods such as card sorting

User interviews

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Links

Empathy Map Canvas

https://www.mural.co/templates/empathy-map-canvas

Getting Started with Empathy

https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy

Empathy Mapping: The First Step in Design Thinking

https://www.nngroup.com/articles/empathy-mapping/

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Thank you!

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