

What is an empathy map and why create one?

Creating an effective solution requires understanding the true problem and the person who is experiencing it. This exercise of creating the map helps you consider things from the users perspective along with his or her goals and challenges.

- An empathy map is a simple, easy-to-digest visual that captures knowledge about a person's behavior and attitudes
- It is a tool that helps entrepreneurs better understand their customers
- Empathy mapping is a simple workshop activity, it is a great exercise for a group to “get inside the heads” of a person to deeply understand their needs

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This a map to fill out for the customer who has the problem you identified.

- What do customers think and feel about this problem?
- What do they hear when encountering this problem?
- What do they see when encountering this problem?
- What do they say or do when encountering this problem?
- What are their pain points?
- What do they want to gain?

Empathy Map

THINK & FEEL?

What do they dream of?
What's their ambition?
What makes them feel bad? And good?
What do they want to change?
What frustrates them and motivates them?
How do they feel they did a good job?

HEAR?

What do their friends say?
What influences them?
What do they listen to?
How do they interact with others?
How do they hear that they're appreciated?
How do they socialize?



SEE?

How does their environment look?
Where do they work?
Which media do they use?
How do they see they're appreciated?

SAY & DO?

What kind of attitude do they have?
What do they talk about?
What do they do with spare time?
What does their day look like?

Age,
Sex,
Family,
Income,
Residence

PAIN

What are the fears, frustrations, obstacles, or challenges that the target audience faces?

GAIN

How do they measure success?

Empathy Map

