Empathy Mapping

A collaborative visualization used to articulate what we know about a particular type of user based on qualitative research. It externalizes knowledge about users.

Why Empathy Map?



The empathy-mapping process helps distill and categorize your knowledge of the user into one place. It can be used to:

- Make sense of qualitative research
- Discover gaps in current knowledge

2 Communicate to others

An empathy map is a quick, digestible way to illustrate user attitudes and behaviors.

- It should act as a source of truth throughout a project
- Revise and adjust maps as you do research

