

Empathy Mapping

A collaborative visualization that captures what we know about a particular user or about a user segment. It externalizes knowledge about users to create a shared understanding of user needs and aid in decision making.

Why Empathy Map?

1 Capture a user

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 research data

2 Communicate to others

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

- Can act as a source of truth throughout a project
- Should be revised and adjusted based on new research

