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?

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 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

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