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

**Says**
- Direct quotes from research
  - "I WANT SOMETHING RELIABLE"
  - "AM I DUMB?"

**Thinks**
- What occupies the user’s thoughts?
  - WHAT DO I DO FROM HERE?
  - THIS IS REALLY ANNOYING

**Feels**
- Often an adjective plus short context
  - IMPATIENT: PAGE LOADS TO SLOW
  - CONFUSED: TOO MANY DISTINCT PRICES

**Does**
- What does the user physically do?
  - REFRESHES PAGE MULTIPLE TIMES
  - SHOPS AROUND TO COMPARE PRICES

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