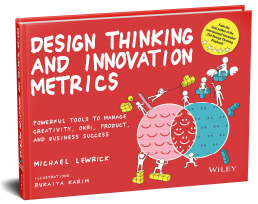
Project:
Team:
Version & Date:

EMAPATHY MAP



Lewrick, M.
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Quick guide: The template helps capturing and synthesizing the conversation informed by the design thinking team's observations. The visualizing of customers/user attitudes and behaviors helps to create a deep understanding of customers/users. Based on the empathy map and the persona, the customer's goals and the associated problem scenario can be updated or described.

More tips & tricks on book page: 110

2 Persona

Describe the fictitious character that represents the user/customer.

1 Empathy Map

Step into the shoes of the persona and develop a deep understanding of his/her feelings and thoughts.

3 Goal

Describe and share with the team what the customer/user need/want to get done.

Transfer and abstract the findings from the empathy map into a user profile/persona.

Influencer

Who is involved in the user?

Trends

What are the driving forces (in future)?

Pains

Difficulties with existing products and services?

Gains

What makes the user happy?

JTBD

What basic needs of the customers are satisfied?

Discuss and document observations to gain more empathy for the potential customer/user.

Think

What is the customer/user thinking?

Say

What is the customer/user saying?



Feel

What feelings might influence the behavior of the customer/user?

Do

What behavior of the customer/user can be observed?

Discuss and document potential problem scenarios, alternatives and what might bring real value to customer/user.

Problem Scenario

- *What fundamental jobs need doing?*
- *What needs have to be fulfilled?*

Alternatives

- *How does the customer/user deal with it today?*
- *How is that working?*

Value Propositions

- *What might be created that is better?*
- *Why does it mattering now and in the future?*
- *How does it work?*

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