

## Empathy Mapping

Empathy mapping is a collaborative tool used to gain insights into the needs of your customers.

Fill in the empathy map by asking these questions:

**SAY:** What are some words customers said?

**DO:** What were their actions and behaviors?

**THINK:** What might your customer be thinking? What does this tell you about their beliefs?

**FEEL:** What emotions might your customer be feeling?



**NEEDS:** Needs are emotional or physical necessities. Identify needs directly out of the traits you noted or from contradictions between two traits – such as a disconnect from what is said and what is done.

**INSIGHTS:** Insights often grow from contradicting user attributes or from questioning behavior. A way to identify insights is by noticing tensions and contradictions as you work.

**NEEDS STATEMENTS:** Use the following mad-lib to summarize customer needs. *user, need, and insight*

[WHO] needs [WHAT] because/in order to [WHY THEY NEED IT]

Try out a number of options, playing with each variable and the combinations of them. The need and insight should flow from your unpacking and synthesis work. Any given customer group should have multiple need statements.