

# EMPATHY MAPPING GUIDE

*How to leverage the Empathy Mapping template for in your design, innovation, marketing, or other human to human interaction planning.*

## WHY USE AN EMPATHY MAP?

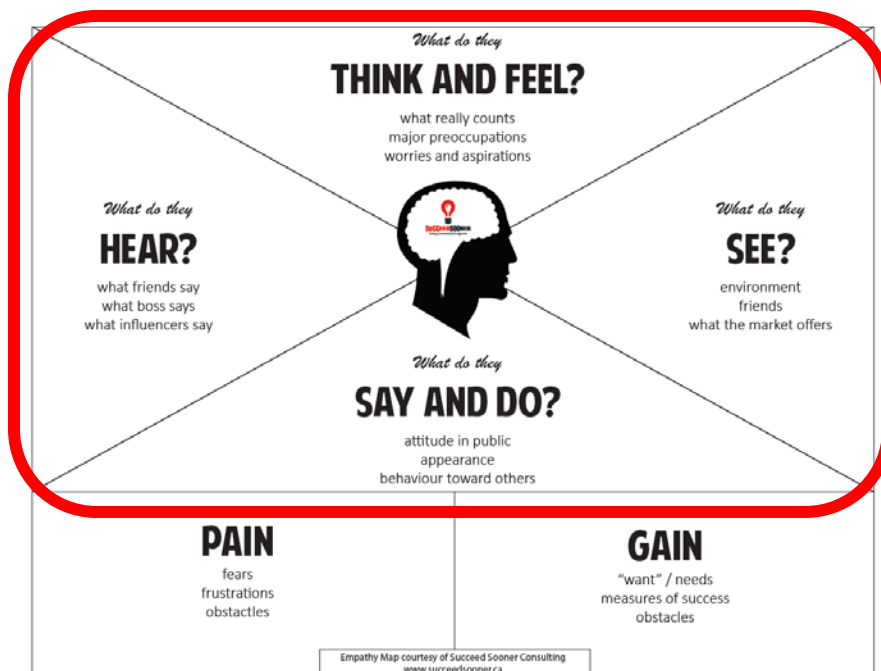
Any time you need to understand another person more clearly you can use the Empathy Mapping technique to do that. That could be for the purpose of designing a new product or service during an Innovation exercise, designing a marketing or sales campaign for a new client or segment, or even just to prepare for a critical meeting where you will be presenting to people and need to garner buy in. Understanding the *people* we are interacting with is critical to our success.

## HOW TO USE THE EMPATHY MAP TEMPLATE?

You can use the template for personal use in the 8.5x11" format provided here in the template, or if you are working with a team we recommend blowing the template up to a much larger size (the template will scale easily to 4-5 feet in size).

Identify the person or segment that you are designing for or exploring clearly before starting. If the empathy map is targeted at a specific person then you should spend a few minutes reflecting on that person and what you know about them before you get started. If you are looking at a segment you may want to consider developing a Persona Template which gives clear context as to the segment. You can find our Persona Template in the Resources section of our web-site ([www.succeedsooner.ca](http://www.succeedsooner.ca)).

Now unpack your thinking about the person or persona in the four quadrants of the top of the map:



| See:  | Think and Feel:  | Hear:   | Say and Do:  |
|---|--|---|--|
| What are they seeing in their environment? What is happening with their friends or coworkers that they are seeing? What else is the market offering that they are seeing? What other experience or product alternatives are they seeing which relate to or compete with your offering or needs.   | What might they be thinking? What might they believe? What are they preoccupied by? What are their potential worries or aspirations? What really matters or counts to them? What are their personal priorities? What emotions might they be feeling? | What are they hearing in the market or environment? What rumours might they be hearing? What might their friends and family (or coworkers) be saying about products or services like this? What might other users be saying about the product in reviews? | What are some of the quotes or defining words that the person or persona has said (or might say)? What actions or behaviours have you noticed (or do you envision in that persona)? What is their attitude in public? What is their appearance? What is their behaviour toward others? |
| <b>Note:</b><br><i>Be sure to pay careful attention to any aspects of the quadrants that may be changing as they may be keys to discovering new insights about the person or segment. Changes in environment and what they are hearing may drive thinking changes. Changes in behaviour or appearance may be an indicator of other impacts “under the waterline”.</i> |  |   |  |

Finally, you are ready to look at potential areas of **pain** and **gain** (or needs and opportunity) based on everything you identified in the top portion of the map. Consider:



| Pain   | Gain  |
|--|---|
| What are some of their potential pain points or fears as it relates to our product, service, or idea? What might hold them back from agreeing or buying into your idea? What problem or headache that they are experiencing might our idea solve for them? | What might they gain or benefit by using our product or service? What’s in it for them if they agree with our idea? Why do they (or should they) want to use or buy our product or agree with our idea? |

## EMPATHY MAPPING TRAINING AVAILABLE

If you need more support using the Empathy Mapping templates provided or are interested in providing training for your team in the use of this tool either as part of your innovation efforts or simply as a leadership development opportunity, please contact us today. We can provide group or individual training sessions on the Empathy Map in your organization today!

*What do they*

# THINK AND FEEL?

what really counts  
major preoccupations  
worries and aspirations



*What do they*

# SEE?

environment  
friends  
what the market offers

*What do they*

# HEAR?

what friends say  
what boss says  
what influencers say

*What do they*

# SAY AND DO?

attitude in public  
appearance  
behaviour toward others

## PAIN

fears  
frustrations  
obstacles

## GAIN

"want" / needs  
measures of success  
obstacles

**THINK AND FEEL?**

**HEAR?**

**SEE?**



**SAY AND DO?**

**PAIN**

**GAIN**