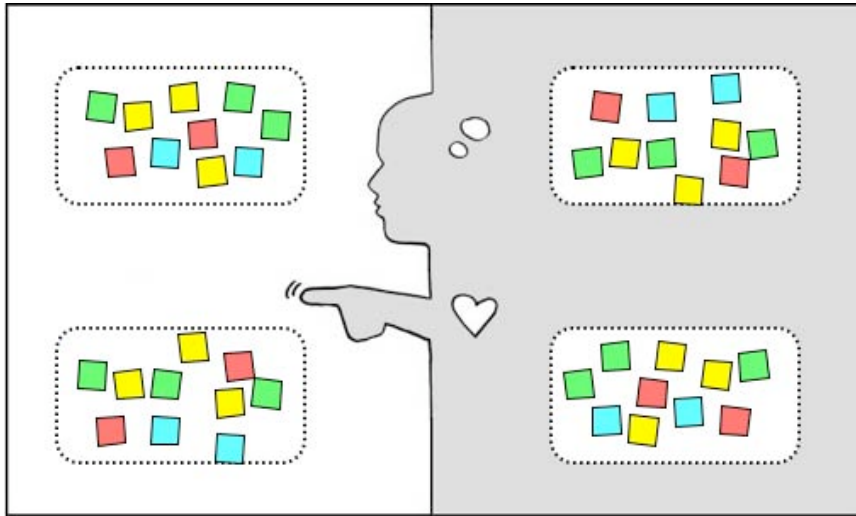


METHOD

EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY: What are some quotes and defining words your user said?
- DO: What actions and behaviors did you notice?
- THINK: What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL: What emotions might your subject be feeling?

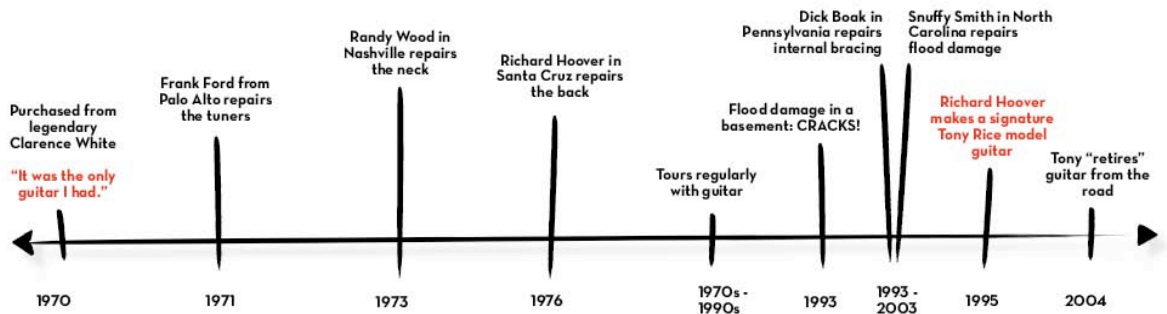
Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: “Needs” are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits – such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself “Why?” when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture “tensions” and “contradictions” as you work.

METHOD

JOURNEY MAP



WHY use a journey map

To gain empathy for a person or understanding of one's process through an experience, consider the details of that process to illuminate areas of potential insights. Creating a journey map is an excellent way to systematically think about the steps or milestones of a process. A journey map can be used for your own empirical work, or to communicate your findings to others.

HOW to use a journey map

Create diagrams that capture multiple observations, e.g. a map of a user's day, a map of a user's experience, or a map of how a product moves through space and time (from manufacturing to store shelf to user's hands). Consider a process or journey that is relevant, or even tangential, to, your problem space. For example, you could consider your user's morning breakfast routine. You could capture every event of one person's exercise in a month - and consider who she was with, where she came from, where she exercised, and where she went afterwards. Or perhaps you are developing a dating service website; you could document every communication between two people before the first date. One important concern is to be comprehensive within the variables you choose to capture. (Don't overlook the opening of the window shades in the morning breakfast routine.) What seems meaningless, could actually be the nugget that develops into a stunning insight. You can create a journey map based on observation and interview - or you might ask a user to draw a journey map and then explain it to you.

Organize the data in a way that makes sense: a timeline of events, a number of parallel timelines that allows for easy comparison, a series of pictures, or a stack of cards. Then look for patterns and anomalies and question why those themes or events occurred. Push yourself to connect individual events to a larger context or framework. It is often the pairing of an observation with the designer's knowledge and perspective that yields a meaningful insight.