

Fire-EdUp Empathy Mapping



Now you have decided upon a problem that you are going to solve, the next step is to complete an empathy map so you can get a deep understanding of the end user.

What is an empathy map?

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes. An empathy map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrates or possesses. The four quadrants refer to what the user: **Said, Did, Thought, and Felt.**



Empathy mapping task:

- First determine who is your end user, they go in the centre of the empathy map diagram. E.g. This may be a family member living in a bush fire prone area. You could ask a family or team member to play act what it would be like living on the moon in order to complete this task.
- Conduct research, observing their actions and conducting an interview.
- Take notes and draw picture's using post-it notes.
- Set up the four quadrants on a wall, whiteboard or use an image similar to that shown below.
- Team members write down or draw observations for each quadrant.

When completing the observation and research consider the following:

- **What did the user SAY?** Write down significant quotes and key words that the user said.
- **What did the user DO?** Describe which actions and behaviours you noticed or insert pictures or drawing.
- **What did the user THINK?** Dig deeper. What do you think that your user might be thinking? What are their motivations, their goals, their needs, their desires? What does this tell you about his or her beliefs?
- **How did the user FEEL?** What emotions might your user be feeling? Take subtle cues like body language and their choice of words and tone of voice into account.

