

TOOL DESCRIPTION

Empathy Map



The empathy map helps you empathize with customers or users in ways that enable you to design better products, services or experiences. It promotes empathy and helps identify opportunities to improve customer relationships and meet customer needs by helping you understand what the customer may see, hear, feel, think, do or say in different situations.

This visualization technique can help to go beyond customer demographics and develop a better understanding of the customer's or user's environment, needs, emotions, behaviors, concerns, desires and perspectives.





The method is a valuable tool that can be used to establish a basis for product development, the identification of different customer groups, development of marketing strategies and creation of user-centeredness in the company.

What makes the exercise so special?

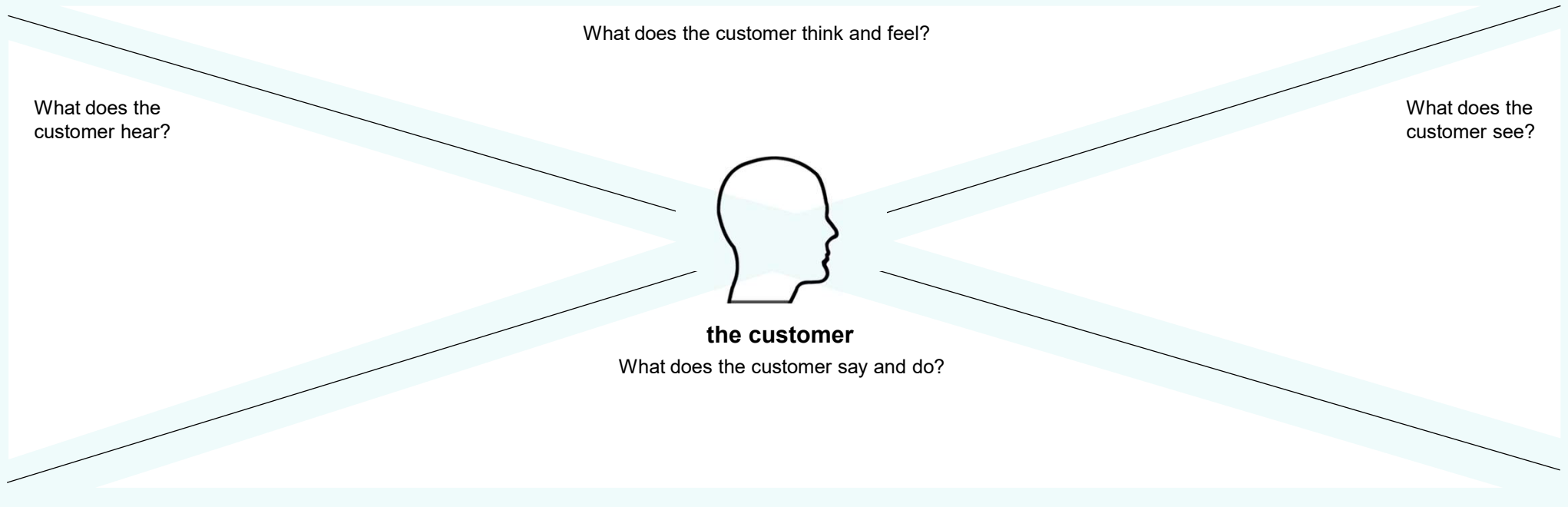
While personas are sometimes criticized for being too subjective and for forcing stereotypes, the empathy map enables you to develop hypotheses about a specific target group more objectively. This tool enables you to develop your own hypotheses about others, but without making up something unreal.

Duration 2–3 h	Participants 1–4 people per group (several empathy maps can be created in parallel in a workshop)	Facilitation large empathy maps printed out, paper and pens
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Empathy Map | Process

Brainstorm stakeholder groups 20–30 min 	Select stakeholder groups 10–20 min 	Create empathy maps 30 min – 1 h 	Discussion and evaluation 30 min – 1 h 
<p>Build awareness about your own customer groups. Prepare participants to think in terms of customers (e.g., through preliminary exercises such as a customer journey). Divide customers appropriately according to the objective.</p>	<p>Ideally determine in advance how many empathy maps should be created (flexibly customizable). Prioritize the strategically relevant or promising customer groups from all those that have been formed. Note the number of participants: 1 to max. 4 participants per empathy map.</p>	<p>Explain the method and template. Address each customer group separately in an empathy map based on the predefined questions for the 6 areas. Help participants see things from the customer's point of view.</p>	<p>Let workshop participants present their empathy maps briefly. Discuss and evaluate the differences between certain stakeholder groups. Use questions like this for the evaluation:</p> <ul style="list-style-type: none">• What do we learn from the empathy map descriptions for our project?• How can we make sure we value the differences in our project?

Empathy Map | Template



Pain (they want to avoid)

Wish (they want to fulfill)