



Empathy mapping is a critical element within Design Thinking that focusses on each impacted role and is a great exercise for groups to “get inside the heads” of the user. It ensures that we understand and empathize with the audience for whom they are designing for.

For more information on Empathy Mapping, and how to maximize the effectiveness of this document, please contact Engage Energy & Industrial Consulting.

Who Are we empathizing with?

Who is the person we want to understand, and in the current context, what is their role?

What do they do?

What do they do today, and how to they behave?

What do they say?

How do they respond to situations, and what can we imagine them saying?

What do they see?

What do they see in their immediate environment, and in the marketplace? What do they see others doing?

What do they hear?

What are they hearing others say? What are they learning from friends and family or second-hand?



What do they need?

What job(s) do they want or need to get done? What decisions do they need to make? How will they know they're successful?

Pain

Gain

What are their fears, frustrations and anxieties?

What are their wants, needs, hopes and dreams?