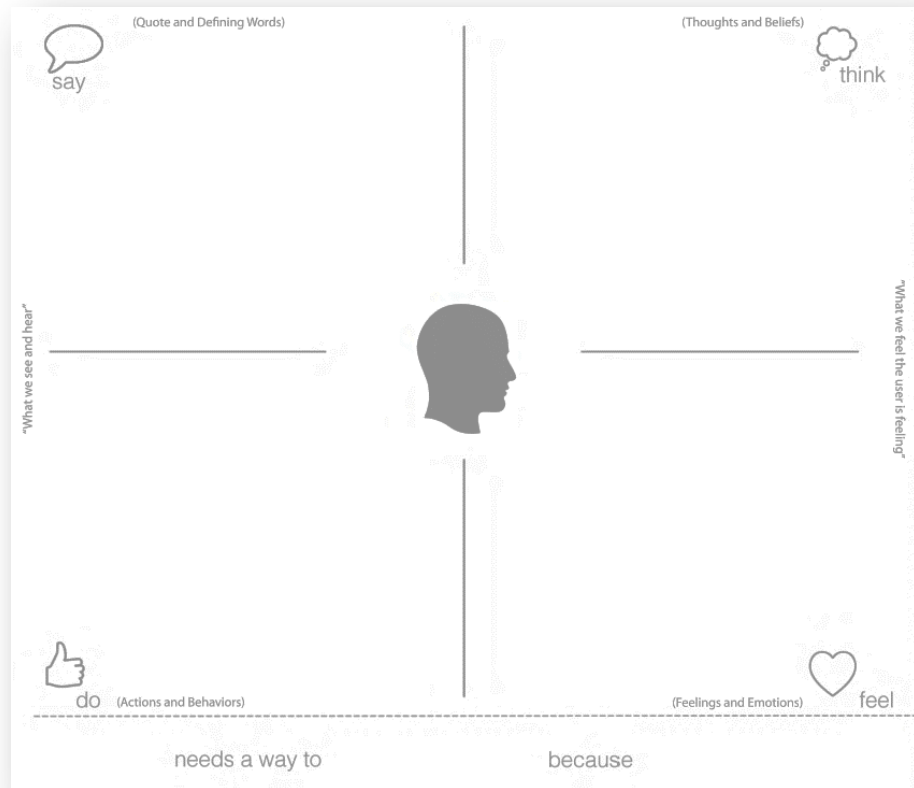


Empathy Mapping



An empathy map is a collaborative tool that is used by project teams to unpack customer interviews to synthesize information from their conversations and observations. The empathy mapping tool helps teams gain deeper insights into what the customer was thinking and feeling.

The empathy mapping tool consists of four quadrants:

- SAY:** What are some quotes and defining words the customer said during the interview?
- DO:** What was the customer doing in story they shared? What actions (such as changes in body language) and behaviors did you observe during the interview?
- THINK:** What might the customer be thinking? What does this tell you about his or her beliefs and motivations?
- FEEL:** What emotions might the customer be experiencing?

In the layout of the tool, the "Say" and "Do" sections are on the left side of the page, with "Think" and "Feel" being on the right. Down the center of the page is a centerline, which is often referred to the "Line of Inference".

The content of the "Say" and "Do" section is often very factual. However, the content of the "Think" and "Feel" sections must be inferred by paying attention to various clues such as change in body language, tone of voice, and word choice.