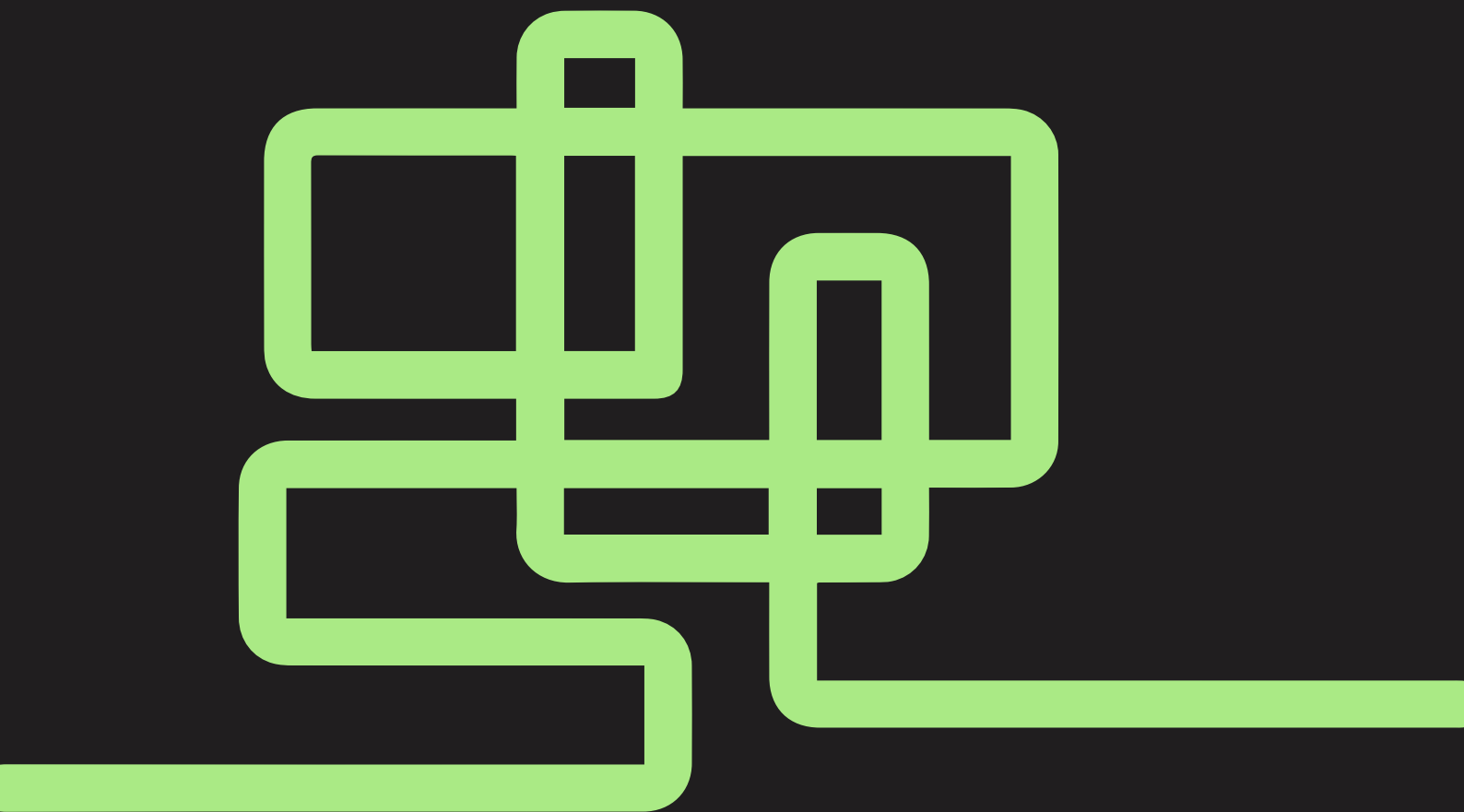


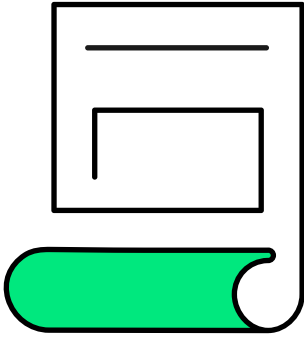


A 10 - Minute Guide To **Empathy Maps**



CONTENTS

Introduction	1
What are Empathy Maps & when to use them?	3
Creating a quick persona	6
Quadrant A: Says	7
Quadrant B: Thinks	8
Quadrant C: Does	9
Quadrant D: Feels	10
Empathy map in design thinking for better results	11
Empathy Map Template	13
Conclusion	14
About Koru	15



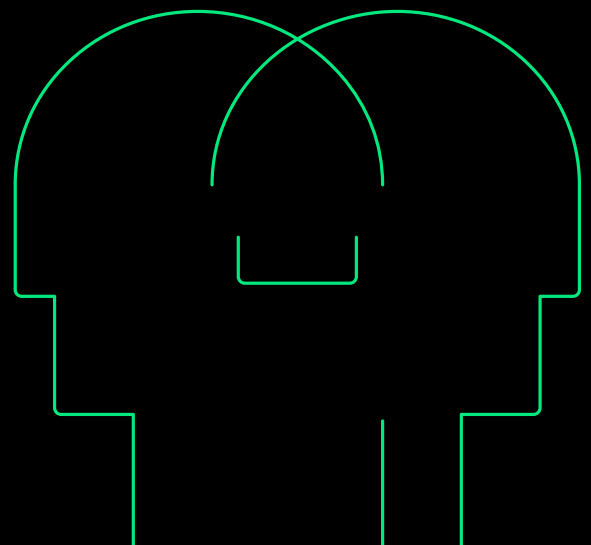
Introduction

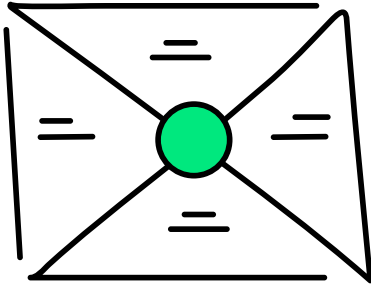
User Experience is as successful as the accuracy of user knowledge. This means that the more you know about your user, the better your final product can turn out. What your user wants, thinks, says, needs, and feels, are all important insights for developing a smooth user experience.

Empathy maps are a powerful tool that allows us to understand the fundamentals of the user requirements and visualize it.

Empathy is the ability to identify and understand another person's situation and feelings.

Synonymous to *'walking in someone else's shoes.'*





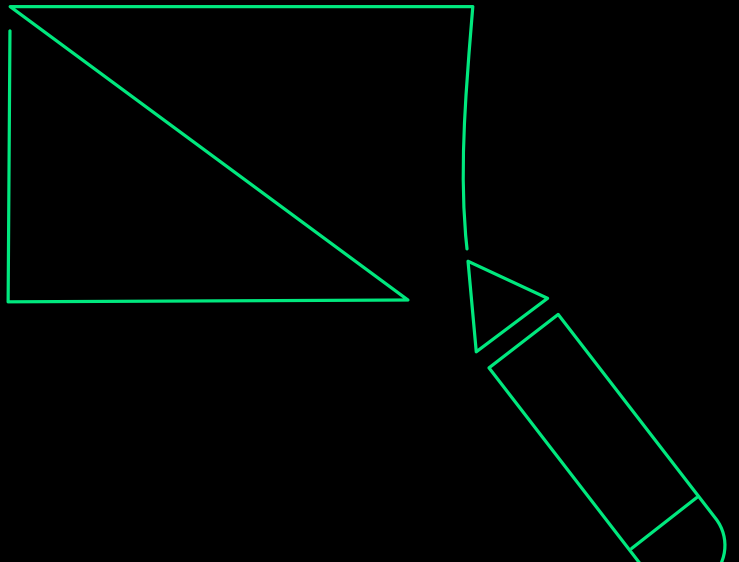
What are Empathy Maps and when to use them?

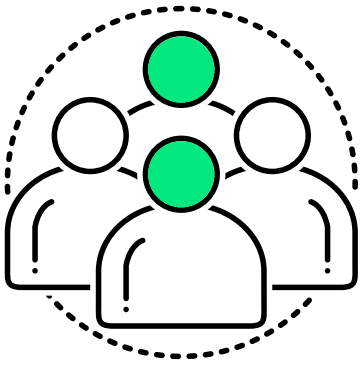
An empathy map is a collaborative tool that teams can use to gain a deeper insight into their customers. Empathy maps can be used to represent a segment of users and can be a great substitute for traditional user personas. These can be developed to get an empathetic insight into the user's mind by focusing on user thoughts rather than on demographic details.

Empathy maps can affect the entire project by transitivity and therefore, it is important that they are built through real data and not based on assumptions.

Empathy maps should ideally be created after user research like interviews or contextual inquiries. This leads to a more accurate mapping of the user needs and the empathy maps can turn out well.

There are two kinds of Empathy maps: a quick empathy map that can be drawn with basic information and a detailed empathy map. We will be focusing on the quick map and look into the process of drawing it.





Creating a quick persona

The traditional empathy map consists of four quadrants. These quadrants provide an insight into what the user thinks, feels, says, and does. The empathy map was originally created by Dave Gray and has been popular since its inception.

Quadrant A



SAYS

The first quadrant is the one that includes everything the user has said out loud in the user research. It includes statements such as

“I enjoy using this feature as it provides me with visually appealing data in the reports.”

Or

“I do not like this service because they never seem to take my feedback seriously.”

These statements give us an insight into what the user consciously thinks of a certain product or feature. This quadrant is known as the statement quadrant.

Quadrant B



THINKS

The second quadrant is a little tricky to capture as most times the user says what they think out loud. However, it is important that we pay attention to what the user is hesitant to say or what the user is unable to vocalize. Are they sugarcoating their feedback for your benefit? Record it! This quadrant will have statements like

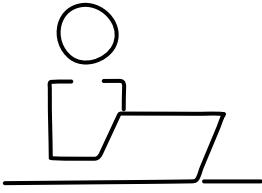
“I don’t use this service because it is annoying to fill all the details every time.”

Or

“I don’t care about this feature, and yet it pops up every time.”

Don’t make up details but pay attention to the user when interacting with them and you will uncover insights for the thought quadrant.

Quadrant C



DOES

Often what the user does is widely different from what they think or say. During the research pay attention to what the user is doing. Maybe they use a roundabout way to get a certain task done or they refresh the page several times. Record these insights in the task quadrant.

For example,

The user does not use the report generator even though it is supposed to ease their work.

Quadrant D



FEELS

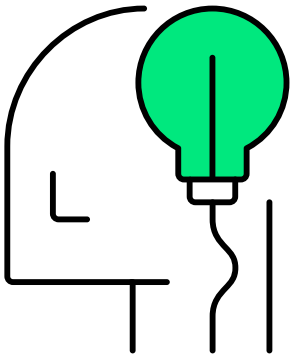
The fourth quadrant is the one where you need to record the user's feelings or their emotional state. This can be done by paying attention to the user during the research. The fourth quadrant involves statements along with the feelings to specify what is happening. For example,

Frustrated: *"The reports won't load."*

Exited: *"A lot of data just got processed in 3 seconds."*

Confused: *"Not really sure what's going on."*

These statements will allow you to analyze the reactions of the user on a base level.

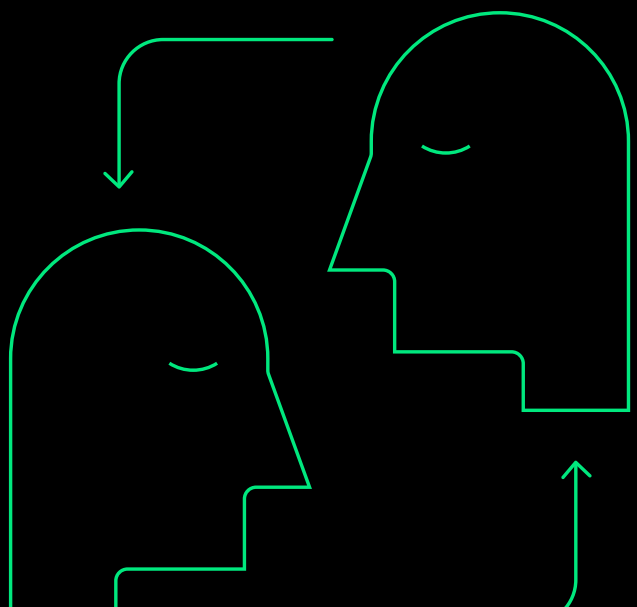


Empathy map in design thinking for better results

If empathy mapping is done right, it can save a lot of time and gather user insights that the users themselves are unaware of. These insights are key to the success of any project.

One of the biggest benefits of Empathy mapping is that they remove any bias from our minds and bring the entire team to a shared understanding of the user.

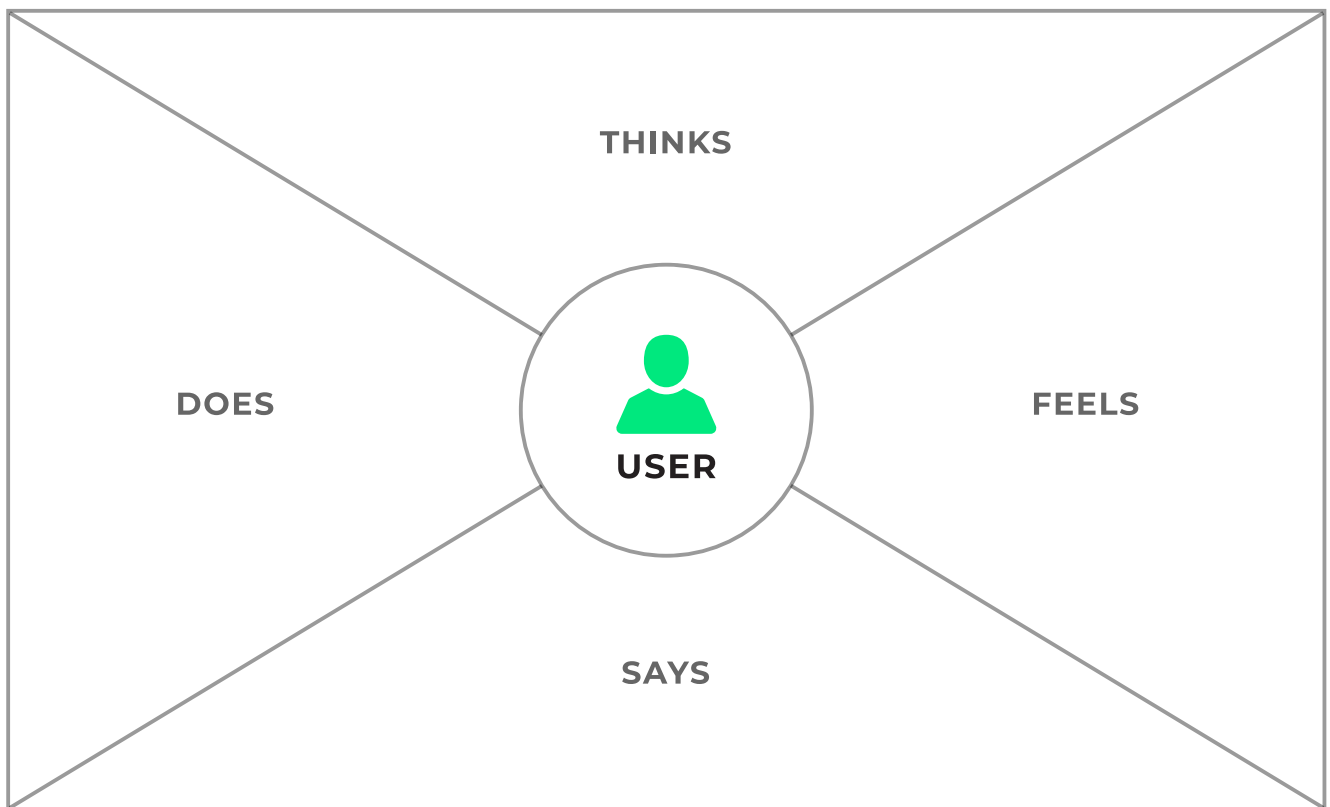
The most valuable ideas usually come from time spent listening to users. Begin interviewing and observing current and potential users and understand their pain points and aspirations.

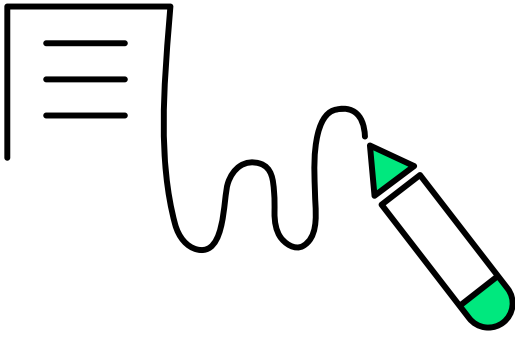


Empathy Map Template

Now that you know this can be achieved in 10-minutes, create some empathy map examples and time yourself to maintain the speed.

Here's a blank template for you to get started.





Conclusion

Empathy maps can also uncover any gaps in your research and help you understand what drives the decisions that the users make. All of this results in making informed project decisions. There are many empathy map templates and variations of this technique that you can use as per your project but this is the quickest and most commonly used technique to create empathy maps.

About Koru

Koru is a specialized enterprise User Experience (UX) design agency.

We partner with a range of companies from SaaS products to enterprise applications to help them increase the ROI from their products through our expertise in UX. Our team of passion-driven professionals has successfully designed and delivered over 350 projects across industries and geographies.

We believe that people deserve to love their jobs. The users of enterprise applications want flexible, intuitive, and easy-to-adopt software that helps them do their job better. However, many current applications do not offer that experience.

Enterprises have a mega impact on the world. Our underpinning for being an enterprise UX design company is infusing a user-centric approach to these systems to manifest the boons of the information age.

We are driven by the fact that our work stands to impact millions of lives across the world.

A greater part of our job is to make their everyday lives easier. Today, our reach spans 3.5 million users across the USA with our solutions built for healthcare, finance, telecom, manufacturing, and travel.



Our case study on design solution for Medicaid application was recently featured as an honorable mention in C2A awards. You can read it [here](#).



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