

RESOURCE

Empathy mapping template

Instructions

We typically use empathy mapping to help collaboration and extract audience understanding, with each map representing an individual audience group. During the session it is worth reminding people to imagine they are in the audiences' shoes.

- Split into groups of no more than 5 or 6 people.
- Provide each group with a blank empathy map template, Sharpies, and lots of Post-it notes.
- Provide each group with the audience and scenario / experience they are mapping for.
- Give groups an overview of the task and the audience they are focusing on.
- Set a timeframe for completing the whole map (typically 25 minutes). Give time updates during the session to help motivate teams.
- Encourage teams to start with the overall goal of the audience. Note answers down on the post-it notes and stick it on the map.
- Work your way around the rest of the map – following the suggested order of needs, actions, influences, feelings and pain points.
- Use the questions on the template to help complete each section.
- At the end of the session groups can either present back to the wider group or move the maps around the group for further input and collaboration.

Printing this resource

- Printing – We recommended get this resource printed at A1 size for workshops.
- Virtual workshop – you could set the image as a background template in a virtual board such as Jamboard, Miro or Whimsical.

Empathy Map

Client name	Audience
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Date

Overall goal

What is the customer's ultimate goal?

What are they trying to achieve?



Pain points

What pain points might a customer be experiencing that they hope to overcome?