Empathy Map Worksheet

Purpose: Understand others' perspectives.

1. Who are you empathizing with?

2. Fill in the four quadrants.
3. How does this change your approach?

Think And Feel

Hear And See

Say And Do

Pains And Gains

How To Use (Pro Tips)

Go Beyond Surface-Level Understanding:
- ➔ Don't just ask, "What do they say?" Ask, "What are they afraid to say?"
- ➔ Don't just ask, "What do they feel?" Ask, "Why do they feel?"
- ➔ Don't just ask, "What are their pains?" Ask, "Where do their pains come from?"

Use "Day in the Life" Perspective:
- ➔ Imagine you're them for 24 hours—what challenges do they face?

Identify Emotional vs. Logical Drivers:
- ➔ People rarely make decisions based on logic alone—what's their real motivator?

Pro Tip:
- ➔ Write down what they THINK, FEEL, SAY, and DO separately to map their perspective.
- ➔ Then, write what they THINK, FEEL, SAY, and DO together in vivo to map how isolated variables differ from the whole.

Questions To Reflect On

Understanding the Stakeholder:

➔ Who is your target user or stakeholder, and what are their primary roles, needs, and challenges?

➔ What specific language or phrases do they use when describing their experiences?

Capturing Experiences:

➔ What do they see (environment, influences), hear (advice, criticisms), and say about the problem?

➔ What are their main feelings, both positive and negative, related to the challenge you're addressing?

Pain Points and Gains:

➔ What are the key frustrations (pain points) and unmet needs they experience?

➔ What would a successful outcome look like from their perspective? How do they define "gains" or benefits?

Contextual Influence:

➔ How do factors such as cultural background, financial circumstances, or work environment shape their perspective?

➔ In what ways can you use these insights to design solutions that resonate on an emotional and practical level?