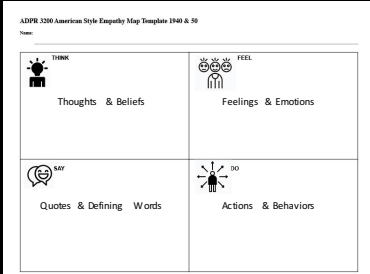


Anatomy of an Empathy Map



We'll populate each section of the map with the following mindsets in each quadrant. On the whole, go for vivid descriptors!

Populating With Mindsets

Quotes & Defining Words

Capture specific quotes from the user, as well as any unusual phrases or words that 'struck' you as something that might contain a deeper meaning.

Actions & Behaviors

Capture things you saw the user (or group of users) doing. Writing down specific details or even drawing out diagrams can be useful here.

Populating With Mindsets

Thoughts & Beliefs

This quadrant should contain phrases that begin with "I think..." or "I believe..." that were specifically stated by the user. You might also capture other thoughts & beliefs that may not have been explicitly stated but can be inferred from what the user said.

Feelings & Emotions

Capture feelings and emotions that the user displayed or talked about having. Capturing feelings and emotions that specific experiences elicited will also be useful here. You might also capture other feelings & emotions that you infer from actions & behaviors that you observed.
