



EMPATHY MAP

BASICS

Based on: [How to create an empathy map](#)¹

by [Lucidspark](#)

¹ <https://lucidspark.com/blog/how-to-create-an-empathy-map>

What is an empathy map?

An empathy map is less a map and more a graphic divided into four quadrants. Empathy maps help visualize your users, not only for your benefit but for your team's benefit. In fact, using an empathy map is a great way to help others really delve into your users' needs. This is a powerful way to improve the quality of product design.

Empathy map format

The four quadrants of an empathy map contain the following:

What Client Says?

Include direct quotes you've obtained from your users throughout your research. Here are some examples:

- *I really hate having to accept cookies. I don't even know what cookies are.*
- *What do I do after I login?*
- *This drop-down menu is weird.*

What Client Does?

A user's actions reveal important insights. Your user may say one thing and do another. You may notice actions such as:

- *Instinctively swipes up*
- *Tries to use Apple Pay during checkout*
- *Abandons cart*

What Client Thinks?

This quadrant requires a bit of conjecture since you can't actually read your users' thoughts. But you can make educated guesses. Here are some examples of the thoughts your users may have:

- *Ugh, I don't want to get up and find my credit card.*
- *I'm not giving them my email address.*
- *Why can't I just share this with my friend with one tap?*

What Client Feels?

Again, sometimes your user may not articulate what they're feeling. Use your research to determine the different feelings your users experience at points in their interaction:

- *Frustrated when the page doesn't load quickly enough*
- *Worried they didn't receive a confirmation message after submitting info*
- *Annoyed they're having to repeat a step*

8 tips for creating empathy maps

1. Start with "What client says?"

2. Define your user
3. Compile the research
4. Don't get too attached
5. Refine
6. Analyze the map
7. Keep it simple
8. Reference

Above steps describe the basics of preparing the empathy map. To learn more about it visit

<https://lucidspark.com/blog/how-to-create-an-empathy-map>