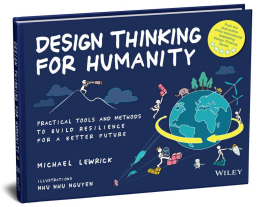
Project:
Team:
Version & Date:

Systemic Empathy Map

Quick guide: The Systemic Empathy Map evolves the classic empathy map from a single user to an entire system of interconnected actors, mapping the diverse experiences and motivations of everyone connected to a complex problem.

More tips & tricks on book page: 148



Lewrick, M.
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Empathy Map

Step into the shoes of the persona/stakeholder and develop a deep understanding of his/her feelings, activities, expressions and thoughts.

Think

What is the persona thinking?
What thoughts motivate the behavior?
Document fears, frustrations, and anxieties

Say

What is the persona saying?
What is his/her intention of phrasing the words in a specific way?



Feel

What are feelings of the persona?

What feelings might influence the behavior?

Document positive and negative feelings, and identify wants, needs, hopes and dreams

Do

What behavior of the persona can be observed?
How is the persona collecting information?
What can be imagined how the persona will do it in the future?

Document the behavior and how the customer/user is interacting with the environment

Pains:

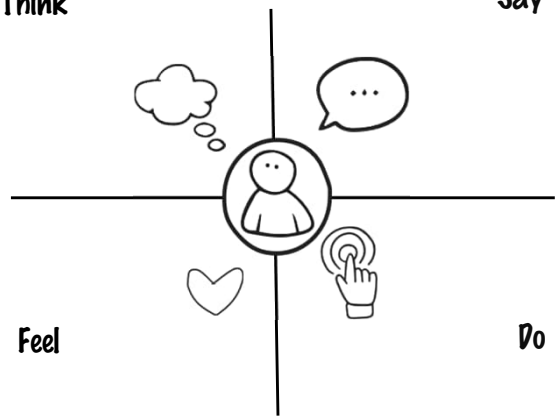
What are their biggest frustrations, fears, and challenges?



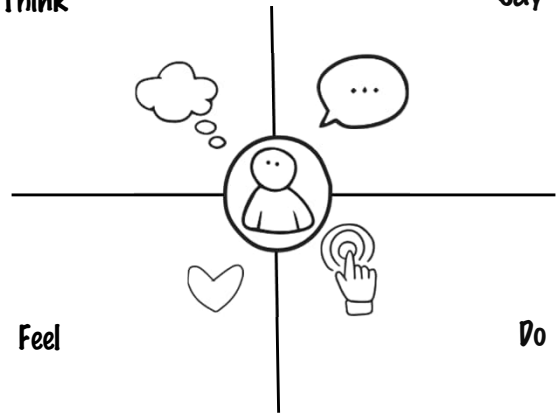
Gains:

What are their hopes, desires, and measures of success?

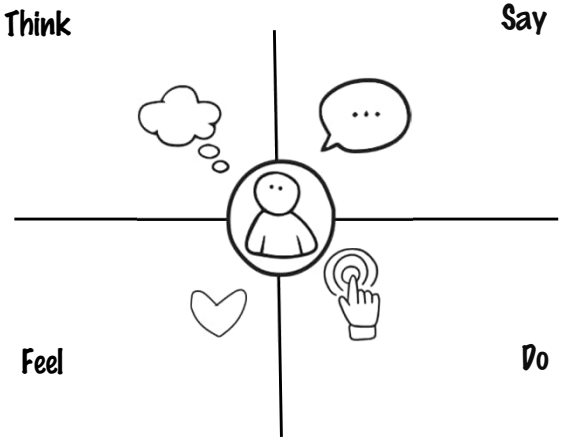




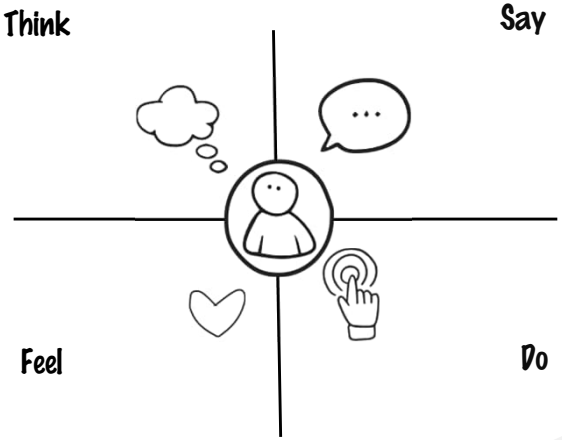
Pains:
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