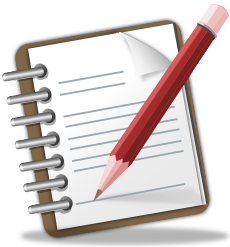


Team Empathy Map Instructions

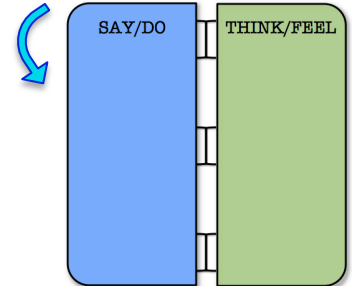
Step 1



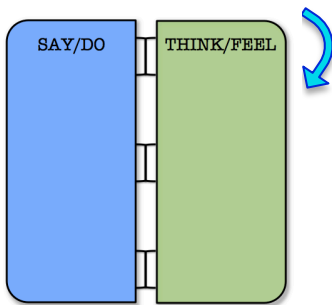
Review the notes from the user interview. Each team member should suggest two quotes that that he or she felt were meaningful.

Select one person on the team to be the scribe. The scribe captures each team member's quotes and lists them on the [Say/Do](#) portion of the Empathy Map.

The goal is to capture 12 to 15 direct quotes before moving on to Step 2.



Step 2



Read each piece of data aloud from the [Say/Do](#) list. Make an inference about what the user "thinks" or "feels" based on the specific piece of data.

Begin each inference with "[User's name] thinks ..." or "[User's name] feels..."

Use feeling words: happy, frustrated, conflicted, challenged, delighted, sad, etc.

Choose a new scribe to capture all interpretations of the data and record them on the [Think/Feel](#) portion of the Empathy Map.

Etta feels that it is important to spend time with her siblings because they live so far away and she wants to keep the strong, intimate connection that she had with them as a child."

This does not describe a feeling.

Etta feels frustrated that she isn't able to keep the strong and intimate connections she had with her siblings when they were children.

This is a better way to say it.

Etta thinks that it is important to spend time with her siblings because they live so far away and she wants to keep the strong, intimate connection that she had with them as a child.

This might be the [think](#) statement.

Step 3

Review the different inferences that have been captured, and add any additional interpretations to the Empathy Map.

Remember, at this point you are not sure if you are right or wrong about your inferences, but you are using empathy to try to understand your user as you analyze your interview data.