

EMPATHY MAP

Organise what you know about one person in one situation. Label every interpretation and assumption.

01 / PERSON, SITUATION & GOAL

Who is this about, what is happening and what are they trying to do?

SOURCES / DATE / OWNER

Use source identifiers, not personal details.

SAYS

Use exact words from evidence. Keep a source ID.

THINKS

Record reported thoughts; label interpretations as tentative.

DOES

Describe actions. Separate observed from reported behaviour.

FEELS

Connect a reported emotion to its context; mark inferences.

EVIDENCE KEY

O = observed R = reported I = interpretation A = assumption

Leave gaps visible. This canvas summarises evidence; it does not establish what someone secretly thinks.

BELOW THE SURFACE

Turn one tension into a research question and a design decision. Avoid diagnosing the person.

02 / NOTICE A TENSION

Which statements or actions appear inconsistent? Include source IDs and the circumstances.

POSSIBLE EXPLANATION A

What might explain it? What evidence would support this account?

POSSIBLE EXPLANATION B

What else could explain the same behaviour?

03 / ASK WITHOUT LEADING

Write a neutral question or observation that distinguishes the explanations.

DESIGN OPTION TO TEST

What could change? State the need separately from the proposed solution.

EVIDENCE THAT WOULD CHANGE THE DECISION

What will you observe? What would make you revise the interpretation?

NEXT ACTION / OWNER / REVIEW

Who follows up, when, and where will the outcome be recorded?