

EMPATHY MAPS

Use **Empathy Maps** to better understand the perspective of an individual or a group. This simple and useful tool can be used by an individual but is best used by a group as a structured way to explore the perspectives of others.

The steps of Empathy Mapping:

1. Gather your group together
2. Draw a large chart to capture your information and label the boxes accordingly.
3. Place the name or key descriptors of the person or group you want to understand in the center circle.
4. Ask each of the questions below and give your team a few minutes to record their responses on sticky notes. *(Instruct participants to use brief phrases written in the first person. The map can also be filled out by individuals by providing a map to each participant.)*
5. Review the content of the map and dialogue with participants and consider the following questions:
 - What more do we now understand about the party in the center of the map?
 - How does this new understanding impact how we will interact with this party?

Completing the Empathy Map:

- **Step 1:** Consider what the party says and does. Fill in these boxes.
- **Step 2:** Based upon what they say and do, and whatever else we know about them, what are they thinking and feeling? Fill in these boxes.
- **Step 3:** Based on Steps 1 and 2 above how do we understand the short and long-term goals of this party? Fill in the final box

Empathy Map Tool

SAYS	THINKS
DOES	FEELS
GOALS	

**EMPATHY
MAP**