

Empathy Map

Implementation Guide

Material:

Pens, Post-it notes

The Empathy Map deepens understanding of users by systematically recording perspectives and emotions.

The Empathy Map helps teams put themselves in the shoes of a target person: What do they think, feel, say and do? This reveals needs, motives and possible challenges. The content can be based on real observations or assumptions.

The Empathy Map is a useful tool for developing user-centred designs. It helps teams understand the needs, motivations and challenges of their target users.

Sample schedule

5 min introduction: Briefly explain the goal and procedure

30 min filling in the fields: Teams work together on the empathy map

10 min presentation: Teams present their results to each other

Execution

- > Brief introduction to the aim and procedure of the method.
- > The worksheet should be completed collaboratively as a team. You can start with whichever field is easiest – typically ‘says’ or ‘does’.
- > Note down observations and assumptions until all fields are filled in. Use sticky notes if necessary so that you can rearrange them flexibly.
- > Discuss how and why the person behaves this way. Use your experiences and observations.
- > Divide up the time so that all fields are completed by the end.

Note on the order

It has proven useful to start with external, visible aspects (“says,” “does”) and then move on to internal ones (“thinks,” “feels,” “hurts,” “gains”). However, you may proceed differently if that is easier for you.

Presentation (10 minutes)

Each group briefly presents their Empathy Map (approx. 2 minutes per team). Listen for similarities and differences.

Tip:

Note down specific examples and quotations, if possible. The map is a basis for discussion, not an assessment.

Instructions for completing the Empathy Map for transfer partners

See

- Consider what your transfer partners perceive in their environment.
- What visual impressions influence them (e.g. technological developments, industry-specific trends, scientific advances)?

Hear

- Make a note of what information transfer partners hear from their networks.
- What feedback or suggestions do you receive from colleagues, business partners or customers?

Think & Feel

- Describe what your transfer partners are thinking and feeling inside.
- What are your hopes, concerns or motivations in the context of working with scientists?
- What exactly do you expect in terms of the practical relevance of the research?

Do

- Consider how your potential transfer partners will decide and act.
- How do they operate in the field of knowledge or technology transfer?

Pains

- Identify the challenges or obstacles faced by your transfer partners.
- What difficulties arise when implementing research findings in practice or in communication between science and industry?

Gains

- Make a note of the successes or positive results your transfer partners are aiming for.
- What advantages do you see in collaborating with the scientific community?
- How does the partnership contribute to achieving scientific and business goals?

See



Hear



Think & Feel



Do



Pains



Gains

