

Constituent Empathy Map

Description:

Constituents are more likely to adopt solutions that meet their needs as opposed to just their wants. However, both must be understood well to design effectively. An Empathy Map will help you understand this while you develop a deeper understanding of the individual(s) you are designing for. An Empathy Map allows us to sum up our learning from engagements with people in the field and to synthesise observations and draw out unexpected insights. It provides four major areas/quadrants in which to focus our attention, thus providing an overview of a person's experience.

The four quadrants reflect four key traits, which the individual(s) demonstrated/possessed during the empathy (observation/research) phase. The four quadrants refer to what the individual: **Thinks, Says, Does and Feels**. It's fairly easy to determine what a person says and does. However, determining what they thought and felt should be based on careful observations and analysis as to how they behaved and responded to certain activities, suggestions, conversations, etc. Empathy maps are also great as a background for the construction of Personas.

Framework Guide:

First, draw on your current conversation with the individual(s) you're meeting with. Use the grid under **"Current"**.

What did he/she SAY? Write down significant quotes and keywords.

What did she/he DO? Describe which actions and behaviors you noticed or insert pictures or drawing.

What did he/she THINK? Dig deeper. What do you think that he/she might be thinking? What are their motivations, their goals, their needs, their desires? What does this tell you about his or her beliefs?

How did he/she FEEL? What emotions might your he/she be feeling? Take subtle cues like body language and their choice of words and tone of voice into account.

Now, use the **"Potential"** grid and assume you've designed a product/solution for the individual(s) to overcome a key challenge he/she is encountering related to what you might be able to offer. Go through the same exercise of WHAT YOU ASPIRE for the individual to say, do, think and feel. This gets into the desired outcome that you hope to achieve. You can then use this as a discussion framework within your team and with the individual(s) to check if your assumptions here are correct and calibrate/recalibrate with the person. Whereas your notes in the "current" section will likely have a fair bit of negativity, your notes in the "potential" section should emote the positivity from a challenge/problem solved.

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Current

SAY	THINK
DO	FEEL

Potential

SAY	THINK
DO	FEEL