Empathy Map (EM): Review For _____

Part 1: Description of the stakeholder Grading range: 1-4

This score evaluates how well the stakeholder is pictured. A complete and specific description that includes descriptors that are relevant to the challenge is an indication of deep empathy work. You are looking to understand who the stakeholder is as a person as well as their demographics.

(1) Missing or not applicable (NA)

The person is not described (beyond a name), or what is described is NOT a person (for instance, an organization)

(2) Still working on it...

Description of the person is too vague. For instance: "A young person" applies to many many people. Also, if the description only lists demographic information, such as "a young, Hispanic person", this is still not helping paint a picture of the individual.

(3) Got it

Description of the person is adequate enough to start forming a distinct picture of her/him. For instance: "A recent high-school graduate, Hispanic, living with his parents" narrows the picture of the subject but does not make her/him stand out as an individual.

(4) Nailed it!

Description of the person is specific enough so as to make it possible to visualize how their unique characteristics affect their needs. For instance: "A young Hispanic male who has just finished high school in Cleveland and is living with his parents. He works at a valet service parking cars, and is trying to find a better job. He hated high school and does not want to go to college."

Score _____

Part 2: Say and Do Sections Grading range: 1-4

This score evaluates the data collected from the interview. In a good empathy map, by looking at the left sections (SAY and DO) you would get a pretty good sense of the interview, even when you were not present. Note that the numbers below are only broad estimates of what you might get out of a good interview.

(1) Missing or not applicable (NA)

The EM does not contain any quotes from the interview (SAY and Do section)

(2) Still working on it...

The EM contains 1-9 quotes from the interview (SAY and Do section)

(3) Got it

The EM contains 10-15 quotes from the interview (SAY and Do section)

(4) Nailed it!

The EM contains 20 or more quotes from the interview (SAY and Do section)

Score _____

Part 3: Think and Feel Sections, Inferences Grading range: 1-4

This score evaluates the inferences (educated guesses) made from the data. In a good empathy map, the right sections (THINK and FEEL) bring up deeper aspects of the person's experience related to the challenge. While these inferences might turn out not to be accurate, venturing to make them will allow to identify deeper, non-obvious problems for the person (even those that the person can't yet articulate). Note that the numbers below are only broad estimates of what you might get out of a good interview.

(1) Missing or not applicable (NA)

EM contains no inferences in the THINK and FEEL sections

(2) Still working on it...

EM contains less than 10 inferences in the THINK and FEEL sections. These inferences may or may not correlate with the data in the SAY and DO sections.

(3) Got it

EM contains around 10-15 inferences in the THINK and FEEL sections. These inferences seem to correlate with the data in the SAY and DO sections.

(4) Nailed it!

The EM contains 15-20 inferences in the THINK and FEEL sections. These inferences strongly correlate with the data in the SAY and DO sections.

Score _____

Part 4: Insights Gained Grading range: 1-4

The insight provides supporting information about how the data from the empathy map was used to construct a meaningful and non-obvious problem statement.

(1) Missing or not applicable (NA)

There are no insights listed

(2) Still working on it...

The insights may not be related to the data on the Empathy Map (quotes, observations, and inferences), or the interviewer did not learn anything new from the interview.

(3) Got it

The Insight is obviously related to the data on the Empathy Map (quotes, observations, and inferences). The interviewer obviously gained new insight.

(4) Nailed it!

The interviewer left the experience with new insight and ideas from the interview. Data on the Empathy Map (quotes, observations, and inferences), led to new ideas, ones that are non-obvious or surprising.

Score _____

Part 5: Problem statement (PS): Is it generative? Grading range: 1-4

This score evaluates the potential of the problem statement as a launching pad for the ideation stage. Both a very broad problem and a very narrow problem are a less than ideal starting point. In the first case it will be difficult to think of concrete solutions, and in the second case, the range of possible solutions will be very limited.

(1) Missing or not applicable (NA)

The problem is actually a solution (for instance, "Mary needs a calendar to organize her time."), or as broad as the starting challenge (for instance, "Time management redesign").

(2) Still working in it...

The problem includes language that directs the reader towards a set of solutions. For instance, "Mary needs a more efficient planning tool to effectively organize the activities during the day." Or, the statement does not point out a problem "Mary needs a calendar"

(3) Got it

The problem does not contain an implicit solution and could be solved in many possible ways (around 50 solutions). For instance, "Mary needs a way to organize her time in a manner that allows her to be more productive."

(4) Nailed it!

The problem does not contain an implicit solution and is non-obvious. For instance, "Mary needs a way to re-frame her work priorities in a manner that allows her to achieve her professional goals."

Score _____

Use the area below to add any notes that you believe will help the designer as they investigate their thesis problem.