

1 D See your service through the customer's eyes

? What does she **Think and feel?**

Try to describe what your user is thinking and feeling. What are they thinking, but won't say aloud?

What moves them?

What worries them?

What are their dreams?

? What does she **Hear?**

How do conversations held around your customer affect them?

What are their friends saying?

Who influences them?

What media channels influence their opinions?

? What does she **See?**

What does your user see around them?

What kinds of things do they see?

What kinds of people do they see?

What kinds of obstacles do they encounter?

? What does she **Say and do?**

How does your user speak and act in public?

What is their attitude like?

What will they tell others? Can you notice any inconsistencies in their behavior - situations where they say one thing, but do another

Original version: XPLANE, Empathy Map



Being upset

What makes your user upset? What obstacles do they wish to overcome? What kinds of risks do they avoid?



Achieving

What does your user hope to achieve? How do they define success? How do they intend to achieve their goals?



Tips First, think about who your typical user is. Give them a name, title and age. Then try to answer these questions by putting yourself into their position. Gather information by observing, chatting, asking, experimenting...

Adapted from "Service Design Processes and templates" Toolkit developed in 2010-2012 at the JAMK University of Applied Sciences