Empathy Map

1. Watch this video from 4:20 to 6:58 (link is set on play at 4:20):

2. https://youtu.be/OMpTnwTQzjk?t=260

3. Prepare for your peers a summary for about 10 minutes. Due to the graphical character of the Customer Empathy map it is recommended to use also some kind of graphical representation, or presentation. Try to distribute parts between all members of the team.

4. Find and use for illustration mentioned Empathy Map and use also other information you will find about it and its uses.

5. Focus mostly at:

•   What are specific features of the tool usable for your practice?

•   When and how you will use it?

•   An example of use

•   Other specific and useful information