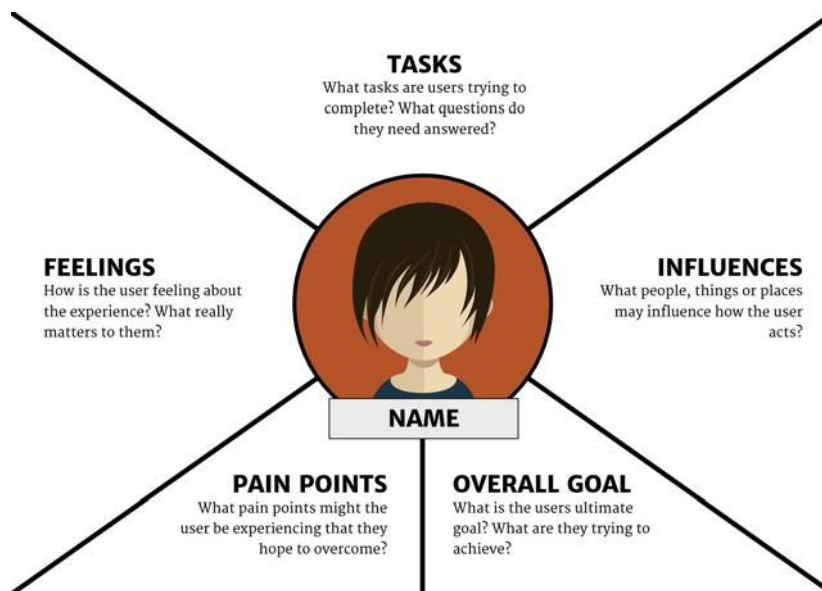


Empathy Maps (30 points)

Create an Empathy Map for a digital product or service, this would include mobile apps, or content access through devices or various platforms. The empathy map should have a design element to the final submission and requires a picture or representation of the individual who is the focus of the empathy map. You will be interviewing someone and collecting data from open ended questions. The data will be content rich and you will have an analysis of the data.

Review Adapting Empathy Maps for UX Design before starting the assignment.

<https://boagworld.com/usability/adapting-empathy-maps-for-ux-design/>



- **Tasks.** What tasks are users trying to complete? What questions do they need answered?
- **Feelings.** How is the user feeling about the experience? What matters to them?
- **Influences.** What people, things or places may influence how the user acts?
- **Pain points.** What pain points might the user be experiencing that they hope to overcome?
- **Goals.** What is the users ultimate goal? What are they trying to achieve?

Assessment:

Part 01: User Research

Feedback from a person who is user or potential user of the digital product or service. Submit a write up of your interview questions and responses. Review the responses and highlight words that show the persons feelings or motivations. All of the responses need to provide some insight into the persons feelings, motivations or expectations.

Part of the write up is to capture what you feel is the most important feedback you captured and to edit down the interview responses to be direct and actionable.

Don't overwhelm your design with words and lots of talking points. (10 points)

Part 02: Sketches – Brand Immersion

Do a research dive into the digital product or service brand. Find out what are their key messaging, mission statement and overall branding and marketing.

Create sketches to capture your ideas and design elements for the Empathy Map that align with the branding of the digital service and/or the demographics and trends of the day in context of digital service. Look at colour, typography, imagery. Is the design of the digital product current or out dated? How does the digital product fit with its competitors?

Sketches are not the final presentation. Try to design a presentation that is not a verbatim use of the template. (10 points)

Part 03: Empathy Map Presentation

Design and creation of the Empathy Map and completion of the five zone and "user image" with the key feelings, motivations and expectations of the user. The content should be edited down to the drivers. (10points)

Final submission will be a PDF or JPG of the empathy map.