

# Copied from the Assignment

## HOW to use an empathy map

**UNPACK:** Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

**SAY:** What are some quotes and defining words your user said?

**DO:** What actions and behaviors did you notice?

**THINK:** What might your user be thinking? What does this tell you about his or her beliefs?

**FEEL:** What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

## Using this Template

For sticky notes: go to the left pannel, click "Assets" and you should see a dropdown menu called "Sticky Notes." Drag and drop a color of your choice on to the main canvas. My tips for approaching an empathy map:

### 1) Fill out SAY and DO first.

Take your interview notes and transcript and start by filling out SAY and DO (the explicit). In my opinion, it's always better to pull actual quotes. These 2 sections should be exclusively explicit and factual.

### 2) Fill out THINK and FEEL next.

After adding 10-15 notes to each section of SAY and DO, fill in THINK and FEEL (the implicit). If you find it difficult to get to 10-15 notes in these two sections, one tactic is to look at each of your notes in SAY and DO and ask yourself, "I wonder what the interviewee was thinking when they said \_\_\_\_\_" or "I wonder how the interviewee was feeling when they did \_\_\_\_\_." These 2 sections should be inferences – guesses on what *you think* your interviewee was thinking/feeling.

"I guess it's kind of more rewarding actually because like [the food] feels like more like your own work. It's like, yeah, I made this... [it's] my child, you know"	"Yeah, so personally, I do like eating out so I'm pretty hyped whenever we get takeout."	"I guess it kind of depends. A lot of it's like Indian food, so it'd be like rice and curry and stuff like that but also other stuff. Like sometimes like tacos are like pasta or like fried rice."	"Honestly, I'm a novice I barely know how to cook."
"Uh, [I started to cook] probably like after coronavirus started. And like I was at home because I don't really cook much in college."	"I guess I'm ambivalent... [it] mainly just kind of depends on the situation. Like if I'm busy than I, kind of, I'm like, oh, cooking is [a pain]. But if I'm like, I guess bored then I don't really mind."	I guess normally I'm not the one deciding, so really, my parents say [what we're cooking], and I'm like, okay, cool.	"Normally, I'd look up a recipe on like my phone or something and then I just go through, look at the ingredients that we need. And I don't know, follow the steps on the recipe. I guess that's really it."
If I'm, if I'm like really looking forward to eating it that I'm like, I'm like, pretty hyped throughout like "yeah that's gonna taste really good."	Favorite cooking memory: "Actually, I guess it was like a Thanksgiving night[...] we baked like four different pizzas and yeah and I think I ate an entire pizza but that's besides the point."	"My family's vegetarian."	



Doesn't care about authenticity	Not experienced at cooking, is more comfortable being assigned tasks	Looks forward to ordering takeout	Cooking is a family/group activity
I'll be given tasks to do, don't need to think about bigger picture	Doesn't matter if ingredients are on hand, will decide what to make first	Not particular about where recipes come from	Ordering takeout is not as satisfying as eating in a restaurant
	Cooking is a way to access multiple cuisines in one's household	Cooking is a way to learn how to cook traditional dishes	Learning to cook isn't a priority

Doesn't usually cook unless his family plans it	Orders takeout with meat (vegetarian family, no meat in house)	Smiles when talking about cooking with his family	
Cooks with the intention of having left overs	Looked up when recalling memories	Chuckled when recalling food eaten on Thanksgiving	
Gets "hyped" about food he likes	Neutral when recalling "assigned tasks" when cooking	Finds recipes from Google, no specific websites/books	Had to think longer to recall a negative cooking experience



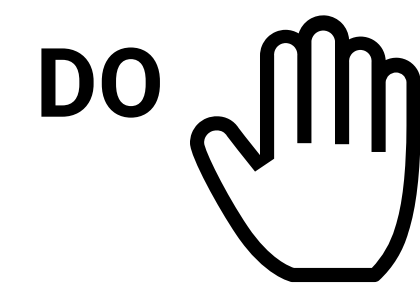
	Not stressed while cooking (not in "leadership position")	Ambivalent towards cooking in general	Prouder when taking more responsibility towards final dish
Wants to eat a variety of different foods	Most cooking memories are good ones	Not too upset when something goes wrong	Must cook many different types of dishes
Wants a new environment to eat in	Happy to collaborate with loved ones	Proud when a previously failed dish succeeds (deep dish pizza)	What he <b>wants</b> to eat is the most important aspect when he decides what to cook/order out

I have things [foods] that I rotate through, just things that keep well since I can't make it to the store often.	I cook for myself maybe once every two days. Leftovers, prepackaged stuff, nothing that's healthy basically. Sometimes I order out too.	I can do basic stuff, but I'm not gonna cook a fancy meal by myself.	"I don't have the time or means to transport myself to the store"
"It's necessary, I don't really enjoy it that much but I need to eat, so. It feels more like a task rather than something to do for fun. Like I HAVE to cook in order to eat. Like school work more than a hobby.	"Wasn't a lot to do in our home town, so cooking was something to do to occupy ourselves. it wasn't cooking for sustenance it was cooking to enjoy the activity together, so it was kind of a reframing of that."	"Waste of time during school when I have more important things I should be doing.	With 6 other roommates the kitchen is cramped and its hard to find time to cook.
I used to be vegan, and it was hard to find things to eat.	Usually when I'm cooking for others it's for an event like mother's day	"I guess I just don't feel like I do anything adventurous. I just follow the directions given to me.	Prefer baking because you don't have to be 'on' all of the time



Cooking is a chore	Considers others' needs about hers (shopping dependent on roommates)	Ordering out is expensive. I can save money by cooking.	Veganism is not attainable
Cooking with others transforms it from a chore to a fun social event	Cooking in order to have leftovers will reduce the time I need to spend cooking, more free time	Follow recipes exactly, do not deviate.	Cooking is not relaxing until I am waiting for things to be done
	I wish the kitchen was more accessible with many people needing it	I wish places had more vegan/vegetarian options	I wish a grocery store was more accessible for ingredients

Gravitates towards simple, mostly prepared or prepackaged meals	Multitasks (school work, social media) during wait times	Appears frustrated when talking about crowded kitchen	
Cooks with the intention of having left overs	Rolled/moved eyes to one side to recall memories	Talks more animatedly when talking about cooking with friends	Smiles when talking about cooking with friends
Bases her cooking around the schedule of others (ingredients) and herself (labor)	Look up to methodically recite processes of making pasta	Cooks late at night to avoid crowded kitchen	Reads and follows directions to a T



	Stressed when having to cook during busy school schedule	Ambivalent when cooking by herself	Happy/joyful when cooking is a social event
Frustrated that she cannot go to the grocery store or purchase what she wants at her leisure	Bad for not being as health conscious as she should be	Guilty for ordering out when she could save money by cooking food	Satisfaction/comfort with precise instructions and measurements in baking (rather than creative freedom in cooking)
unadventurous and bound to the recipe	Angry by the crowded kitchen	Disappointed that she cannot be vegan and can only be vegetarian	Positive when picking up ordered food with her friends/housemates

I'm definitely learning. We're working on it.

Just making sure that everything works together and like figuring out what I need to buy at the grocery store

I'm really a control freak when it comes to [gathering ingredients] making sure that I have everything

I'm trying to learn like kind of getting more of an innate feeling for, like, how much of like a spice or salt or pepper. The idea for something, something like that tried to cut down the time on the measuring stuff.

Even though I've made them [dishes] multiple times, [I] still like use the recipe and stuff just [because] I'm really afraid I'm going to miss something.

This like really cool potato thing where they get really crispy if you boil it and like baking soda water beforehand. I was really proud of myself for doing that, even though it wasn't that complex or anything.

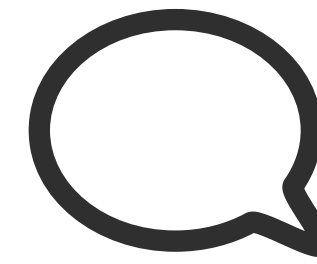
I don't know when stuff is like just not perfect, just not good. I'm really disappointed in that [the failed dish] usually most the time

I think it's just like, practice makes perfect. Like, I still I'm still messing up a lot. So I think hopefully with with practice. I'll get better at that.

I'm probably cooking like it's, it's, you know, fun for me and it's definitely like a lot cheaper, which is something that I'm really thinking about a lot more

It's because I didn't like prepare all the ingredients beforehand or cut everything beforehand.

SAY



THINK

Feels defeated when dishes don't go the way he wants

Thinks that ingredients are very important to make a good meal

Money is an important factor and especially for college students trying to save

Not measuring means that you're becoming a good chef

Cool looking foods make the best types of dishes to make

Cooking gives him a more creative touch to making his meals

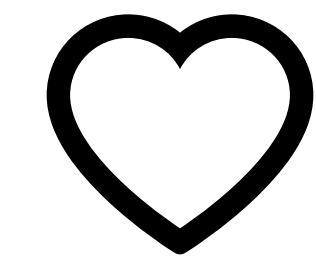
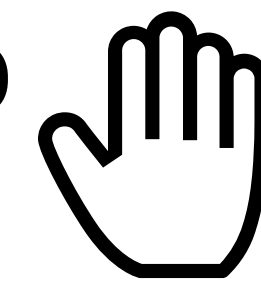
preparation is super crucial to make sure the meal goes according to plan

Non complex foods could still be fulfilling; things like comfort foods

Social medias like YouTube are good places to discover new recipes

Taco Bell is convenient so he doesn't need to cook all the time

DO



FEEL

Practicing cooking give experience for the future to prepare better meals

Going out to buy groceries

Cooks half of the time and orders out the other half

Cooking is about learning and making strides and goals to better oneself

Being prepared is an important aspect of making a good meal

Not have the correct supplies induces stress and other anxieties

Smiles a bit when talking about ordering Taco Bell a lot since that's his favorite food

Learn some recipes from his parents

He got really happy when he talked about cooking his favorite foods (steak and rice and pineapples)

Having an innate feel of spices is very important to being a good cook

Having a resource to fall back on gives comfort to the cooks making the meals

Secure when he saves money with his meals. Cooking versus eating out

Following instructions to make sure to not mess up and trying their best to gain innate feeling for cooking

Talking about cooking spam as a college student -also laughing to relate to the college student stereotype

Setting goals to try to explore more with cooking since he's a college student now

Searching up recipes on youTube to try out new foods to make

Feel more confident when he practices more no matter whether the dish was a fail or not

Determined to try making new things to further build his culinary skills to hopefully make meals for himself

There are so many creative chefs out there with their own recipes and dishes

Balancing school and a healthy and robust cooking schedule is a bit hard and ordering food is more convenient

"A fun thing to do except when I'm busy"	"A lot of times I feel guilt" [about ordering takeout food]	"I try to cook once a day, maybe twice when I have time"	"I look at pictures and reviews of recipes mainly"
"My favorite part about cooking is when I am talking with my roommate"	"Having a conversation while cooking is casual and fun"	"I get annoyed at cooking that is messy"	"I prefer baking because I can personalize what I make more"
"I like experimenting with new flavors and adjusting them to my and my roommate's liking"			

SAY 

Doesn't want to cook when she knows there is a large cleanup afterward	Most food ordered out is unhealthy	Google and Instagram are the places to look for recipes	Thinks Google/IG are the ways to get pictures of food she wants to make and they provide quick results
Cooking with others makes it more fun	Thinks that she is cooking for her and her roommate	Thinks that reviews play a large role into what makes her decide to use a recipe or not	Thinks photos are also a big convincing factor into what she wants to make
Things that cooking is something she has to do but it can be fun if she is conversating while doing it	Thinks that ordering out wastes more money than buying groceries and cooking	Baking is preferred over cooking because decorating baked goods is a fun activity	Cooking is something synonymous to a chore

 THINK

Cooks most of her own meals for her and her roommate	Searches in fridge to develop an idea of what to cook	Prepares for a meal before cooking it so that everything is ready to go	Looks up a recipe on Google and checks pictures and reviews to decide on a recipe
Scrolls through Instagram to see if there are interesting recipes that she sees and likes	Doesn't prepare meals right away - saves recipes then goes to the store when there is time	Makes food only when she is hungry	Looks for recipes that don't have a lot of cleanup afterward
Plates food once she is finished and tries to add a slight flare	Talks while she cooks with whoever is around	Tries to cook with minimal smoke because of her sensitive fire alarm	Bakes more than she cooks

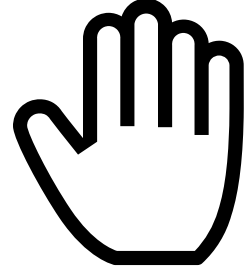
DO 

Food that looks visually appealing attracts her to a recipe	Does not feel like someone super experienced but knows her way around the kitchen	Feels that cooking is a burden when she is busy but it is a necessity	Joy when cooking with roommate - random, fun conversations while cooking
Feels that cooking itself isn't fun but community aspect that surrounds it is what is valued	Feels content while cooking when she adds new flavors and is able to adjust the food to her liking	Feels a sense of fun when decorating things that she bakes at the end - content that the product she is making is more unique to her	Annoyed with cooking that requires a lot of cleaning after or is messy
Feels guilty when ordering takeout food because it uses money and also tends to be unhealthy	Feels that cooking foods she likes and typically orders out is what makes her excited	Feels more satisfied with creation since she can personalize the baked goods she made	Prefers baking to cooking because you can personalize the end product

 FEEL

SAY 

 THINK

DO 

 FEEL