**Purpose:** Assemble and analyze the data from ethnographic research and develop relevant insights

**Steps:**
1. Create a template that looks like the matrix to the right on a paper or an easel
2. Optional: Use the template to take notes during your observation research. “Say” and “do” notes can be taken directly from what you see and hear. “Think” and “feel” require you to interpret the user’s rational and emotional states of mind. The four categories in which to capture data are:
   - **a. Say:** What did the users say to you or to others they interact with? Highlight key quotes
   - **b. Do:** What did you see the users do? What actions and behaviors did you notice? You may use pictures or videos to illustrate
   - **c. Think:** What did the user(s) may have been thinking yet not saying? What does this tell you about his/her beliefs?
   - **d. Feel:** How do you think the users may have felt? What emotions may they be feeling?

   *Tip: non-verbal information play a critical role in helping you interpret behaviors and beliefs so pay attention to body language and tone of voice.*

3. Review all the data from the research (written notes, videos, etc). Capture that data on Post-it notes, one idea per note.
Empathy Map (con't)

Include actual customer quotes when possible. Then cluster the Pot-it notes into four categories: say, do, think, fee

4. Review all the data o the Empathy Map and identity salient customer or user needs. Write down on Post-its on the side of the Empathy Map

   Needs are verbs that represents activities or desires with which you user could use help not solutions.

   *Tip: looking at gaps between what they say and what they do is useful to identify needs that are often not articulated*

5. Identify insights and write on the side of the Empathy Map.

   Insights often come from asking why and understanding gaps and pain points

**Outcome:** All the data organized in the four categories and various insights generated from the map

Source: d.school boot camp bootleg

Note that this approach takes a different point of view from the one described in the Osterwalder book (p.130-131). This Empathy Map is used for helping with user observation and analysis while the book focus is on profiling customer groups and creating personas.

**empt**

-em·pa·thy

-noun 1. *the intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.*