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?

Worry about own health
Think about the relatives, children
Seems sad, lonely
Seems satisfied or dissatisfied of treatment and care
Dream of going home

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?

The nurse is not satisfied with her job
Satisfied patients, nurses, staff
Dissatisfaction with queues
Dissatisfaction with food
Dissatisfaction with regime

Very busy nurses
Another patient
Lines in corridors
Happy patients
Polite staff
Good relationship between staff and patients

What does she/he 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?

Patient is silent
Patient demands attention to himself
Patient is walking around to hospital
Patient is taking treatment
He talking with other patient
He is reading book

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? Howdo 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