# 1 D See your service through the customer's eyes



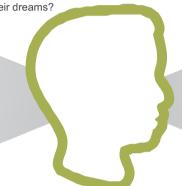
### What does she Think and feel?

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

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



## What does she/he

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?



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

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

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

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?



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...





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