

Stop Building Useless Software

D S M A G I L E | 2 0 1 7

DIANE ZAJAC | GREEN JEANS CONSULTING



What do you *never* use?

1. Write down 2 things on your phone that you NEVER use.

2. Pair up and discuss ***who might find that feature useful.***



Useless \ˈyüs-ləs\

use · less: not fulfilling or not expected to achieve the intended purpose or desired outcome.

[Synonyms: futile, to no avail, (in) vain, pointless, to no purpose, hopeless, ineffectual, ineffective, to no effect, fruitless, unprofitable, profitless, unproductive]



**THIS DOES NOT REPLACE
TALKING TO PEOPLE!**

Empathy mapping is a good way to...

- ...identify the assumptions that need to be tested.**
- ...collaborate from the start.**
- ...create a shared understanding.**

Rate Yourself



Write it
on a
stickie

1. I mostly listen
2. I talk when I am asked to
3. I talk in most meetings
4. I talk first
5. I might interrupt other people

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Purchasing airline tickets...



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How do we know we were successful?

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com

Lightweight Personas

1. At your table, silently write down 2-3 personas – 1 persona per stickie.



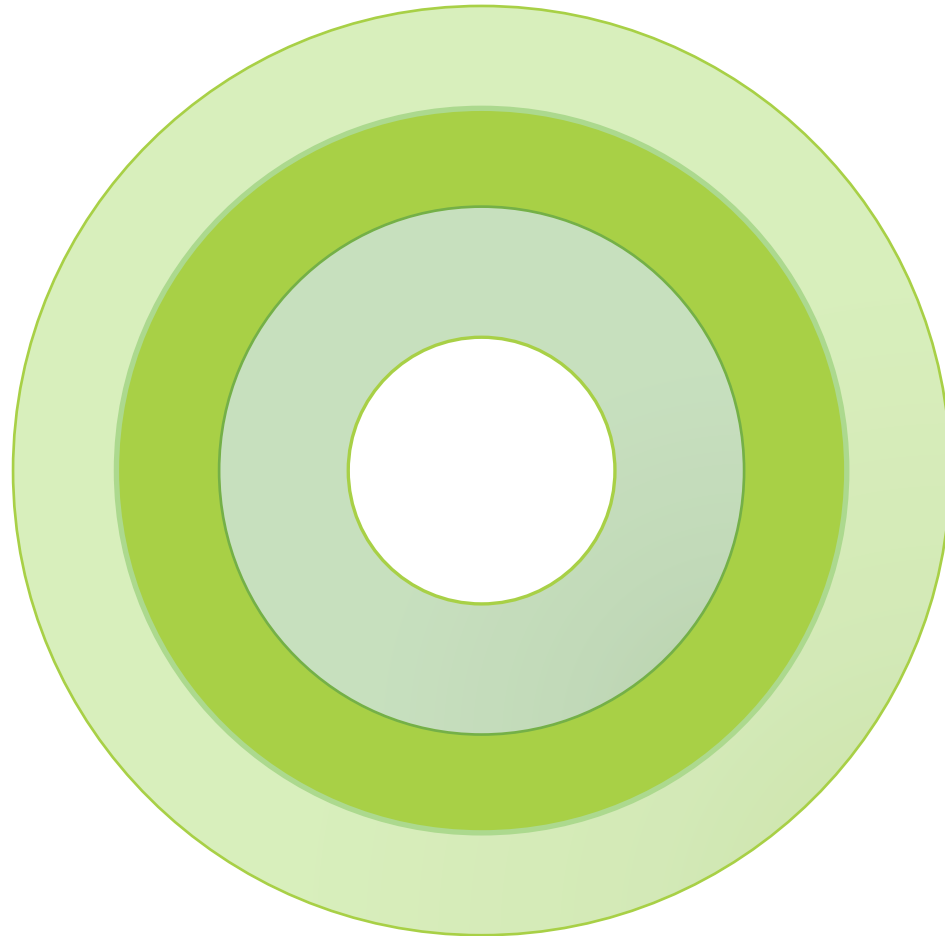
Weekly
Business
Traveler



Grandma
booking
for her
grandson

2. Take turns reading out 1 persona at a time. Place in the center of the table, removing duplicates.

Bullseye Focus



Bullseye Focus

Take turns placing one persona at a time according to how valuable that persona is to you.

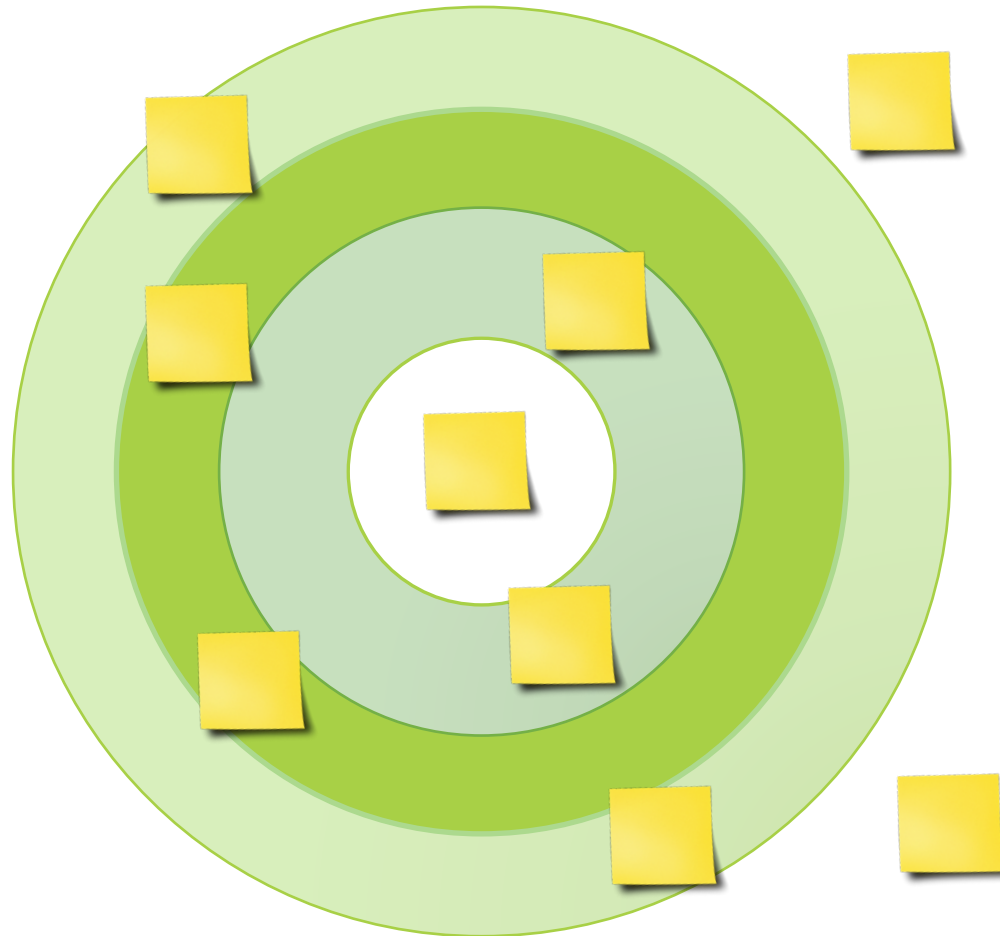
Your choices are to either:

- place a persona anywhere on the bullseye
- or move a persona to a different circle

If you move a persona, you must make a one sentence statement about why you are moving it.



Bullseye Focus



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How do we know we were successful?

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

WHAT do they need to DO?

What do they need to do differently?
What job do they want/need to get done?
What decision do they need to make?
How will we know we were successful?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

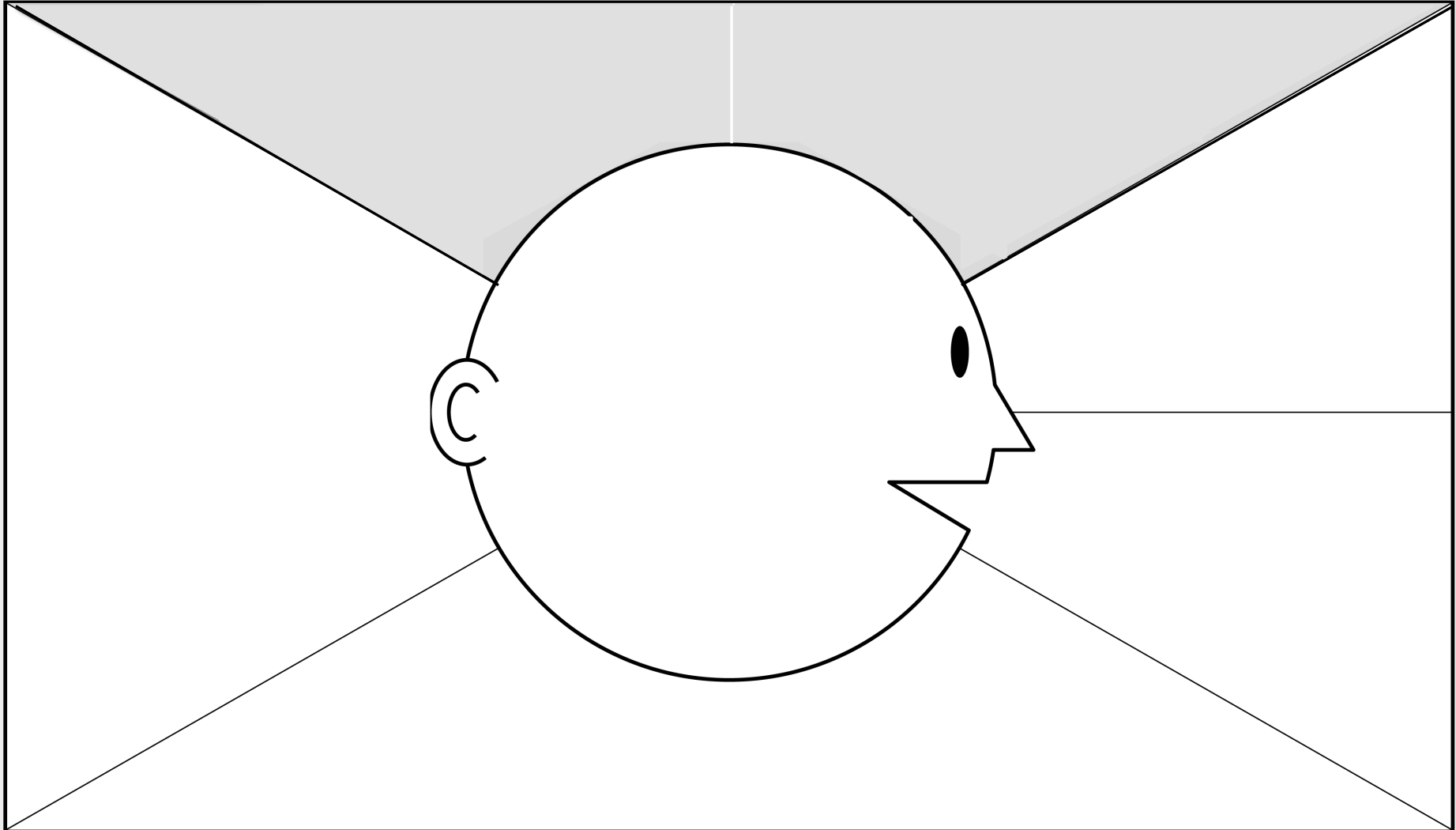
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com

What do they SEE?

- What do they see in the marketplace?
- What do they see in the immediate environment?
- What do they see others saying and doing?
- What are they watching and reading?

What do they DO?

- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

3

What do they SEE?

- What do they see in the marketplace?
- What do they see in their immediate environment?
- What do they see others saying and doing?
- What are they watching and reading?

6 What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?



What other thoughts and feelings might motivate their behavior?

4 What do they SAY?

- What have we heard them say?
- What can we imagine them saying?

5 What do they DO?

- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

What do they SAY?

What have we heard them say?
What can we imagine them saying?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

4

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears?

GAINS

What are their wants?

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

5

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Last updated on 16 July 2017

© 2017 Dave Gray, xplane.com

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

7

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

Thoughts and feelings might motivate their behavior?

What do they THINK and FEEL?

PAINS: What are their fears, frustrations and anxieties?

GAINS: What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know we were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

**THIS DOES NOT REPLACE
TALKING TO PEOPLE!**

Empathy mapping is a good way to...

- ...identify the assumptions that need to be tested.**
- ...collaborate from the start.**
- ...create a shared understanding.**

Learnings

1. **One Aha:** write down one new idea that you heard
2. **One Validation:** write down one thing that you heard that validated what you already knew

Session Feedback

Please jot me a note or send me an email with any feedback. Any and all feedback is appreciated!

Thanks for being here!

Diane Zajac

@AgileSquirrel

diane@greenjeansconsulting.com

www.greenjeansconsulting.com



Resources

Updated Empathy Map Canvas article:

<https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c8a>

Empathy Map Canvas download:

<http://gamestorming.com/empathy-map-canvas-006/>

