

# The Empathy Map

Enterprise Enablement Toolkit

---

# Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

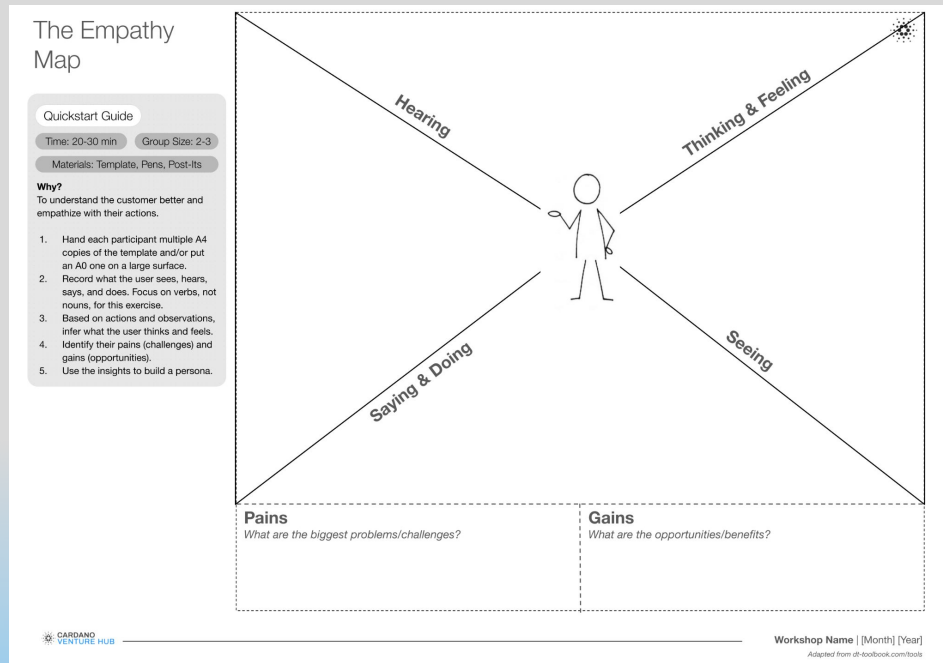
- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

## Why and When to Use This Exercise

An Empathy Map is used to gain a deeper understanding of the customer by recording what they see, hear, say, do, and feel based on real observations.

It is best used following initial user research (or by people with plenty of customer interactions) to move beyond objective facts and build deep empathy for the customer's emotional challenges.



# Materials You Need

- ❑ **Pens:** Capture as many actions, thoughts, and feelings the user might have as you can. Fill in multiple versions of the template if needed, be it to capture everything or compare different users' experiences.
- ❑ **Template in A0/A4:** Use small templates in interviews and direct user interactions, and a large one when aggregating the most important user actions and emotions.
- ❑ **Sticky Notes:** Not strictly necessary, but if you want to move various user emotions and actions around, especially on a big version of the template, they will come in handy.

# Best Practices

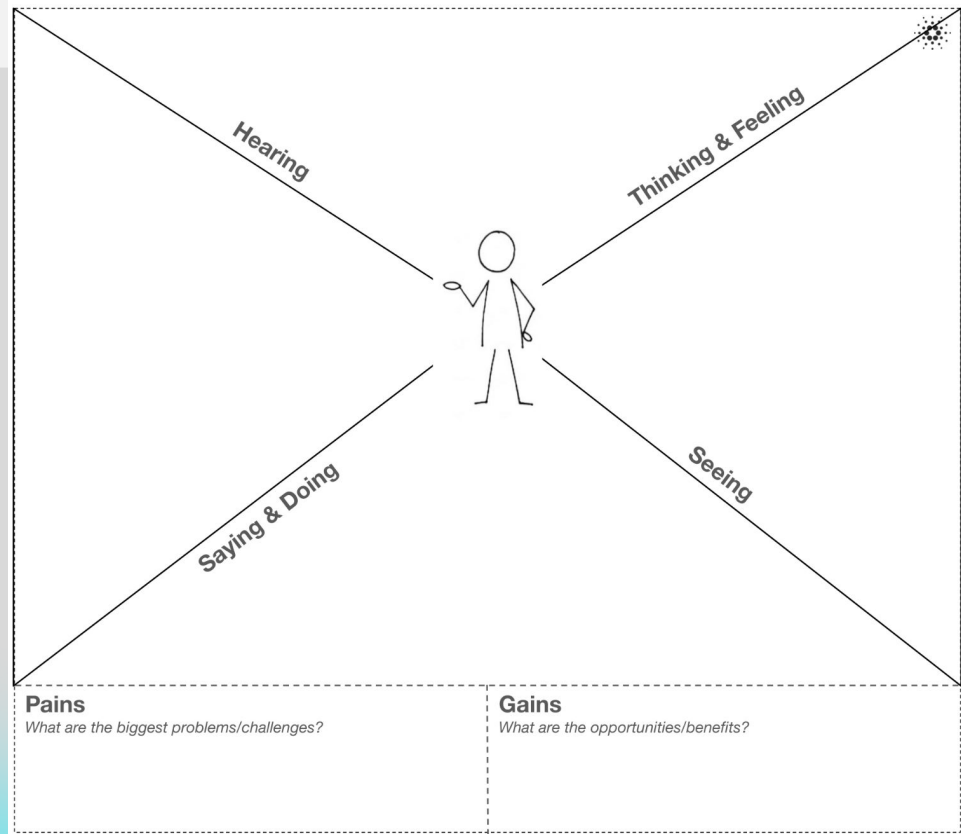
- ❑ **Distinguish Observable Reality From Internal States:** Carefully separate what can be seen or heard from what is inferred (thinking/feeling). A user's behavior can be incongruent if masking anxieties or skepticism.
- ❑ **Search for the "Say/Do" Gap:** Similarly, look for contradictions between what a user says they value and what they actually do. They might have needs they simply can't articulate yet.
- ❑ **Be Specific With Emotions:** "Fear of losing professional credibility" is better than "frustrated."
- ❑ **Gains Are More Than a Lack of Pain:** Which positive outcomes is the user aspiring to? Fixing problems is one thing, creating new value is another.
- ❑ **Anchor in Evidence, Not Assumptions:** Base notes on field observations or interview data as much as you can. Do your best to model the user's reality, not the team's ideal scenario.

# The Empathy Map

Time: 20-30 min

Group Size: 2-3

1. Hand out multiple A4 copies of the template to each user and/or stick an A0 one to a large surface.



Workshop Name | [Month] [Year]

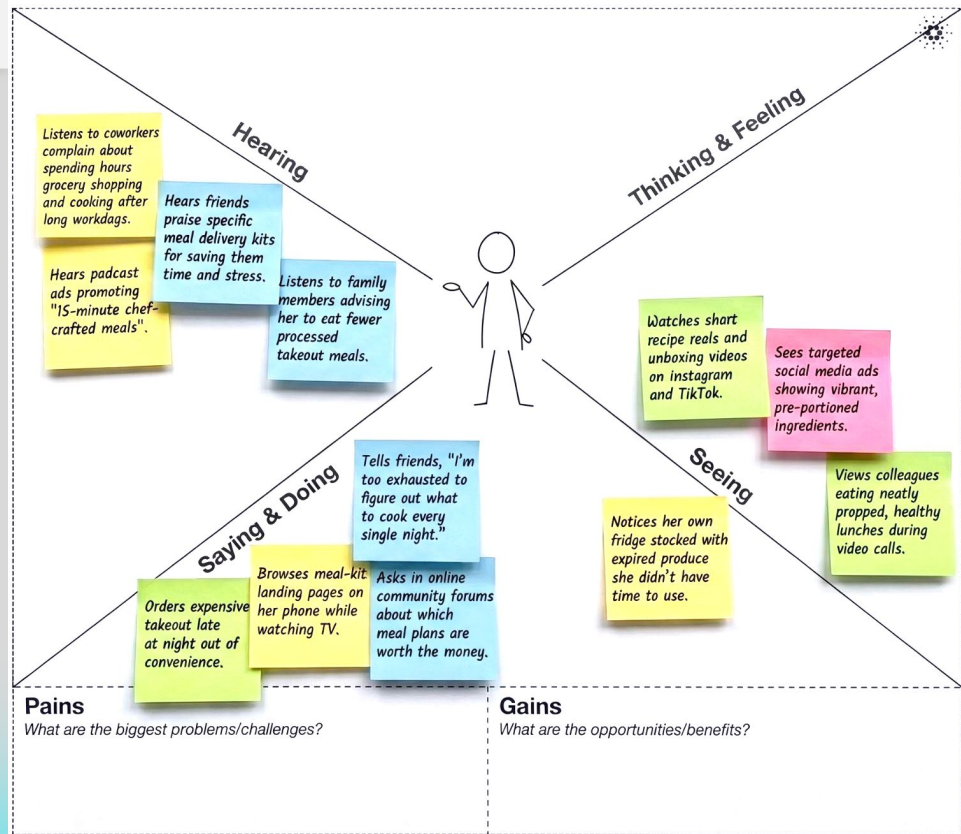
Adapted from [dt-toolbook.com/tools](http://dt-toolbook.com/tools)

# The Empathy Map

Time: 20-30 min

Group Size: 2-3

2. Record what the user sees, hears, says, and does. Focus on verbs, not nouns, for this exercise.



Workshop: 12/12/24 Date:

Adapted from at facebook.com/usis

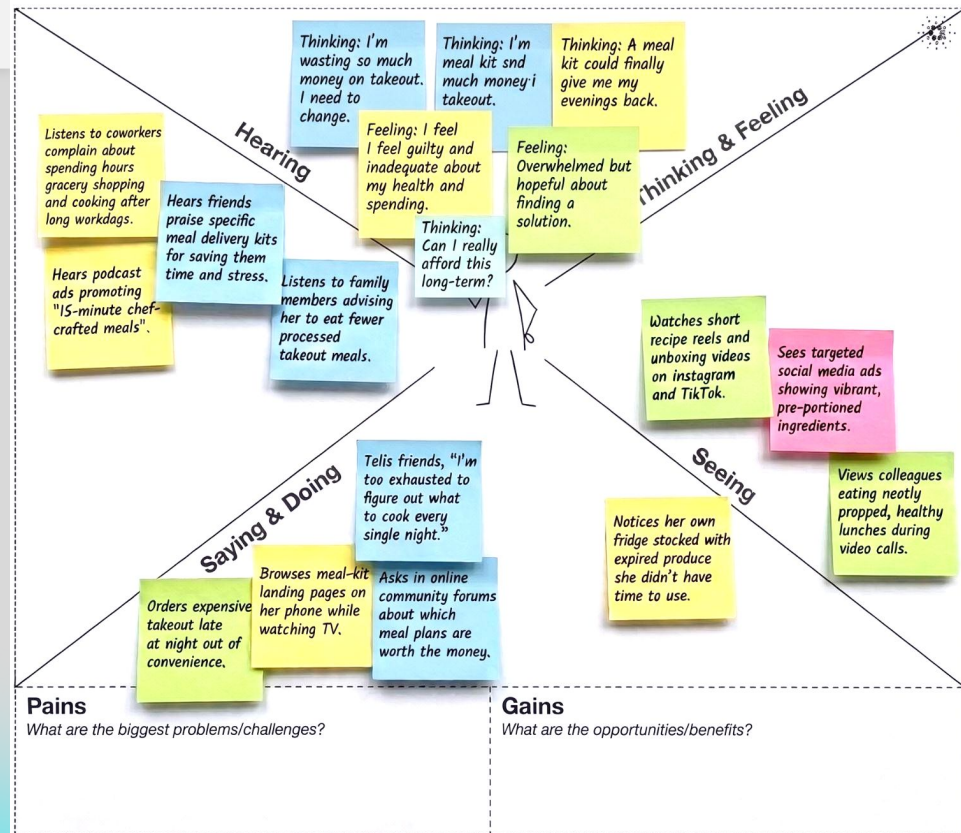


## The Empathy Map

Time: 20-30 min

Group Size: 2-3

3. From their actions and observations, infer what the user thinks and feels.



Workshop: 12/12/24 Date:

Adapted from [at facebook.com/lucds](https://www.facebook.com/lucds)

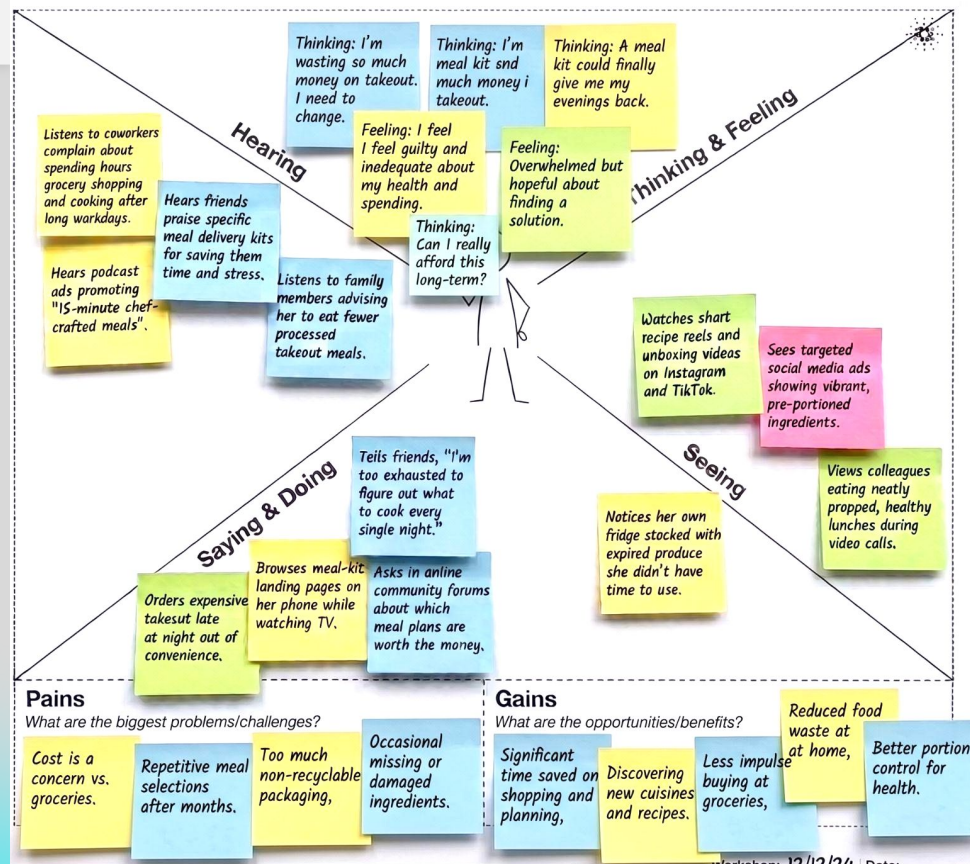


# The Empathy Map

Time: 20-30 min

Group Size: 2-3

## 4. Identify their pains (challenges) and gains (opportunities).



Workshop: 12/12/24 Date:

Adapted from at facebook.com/taels

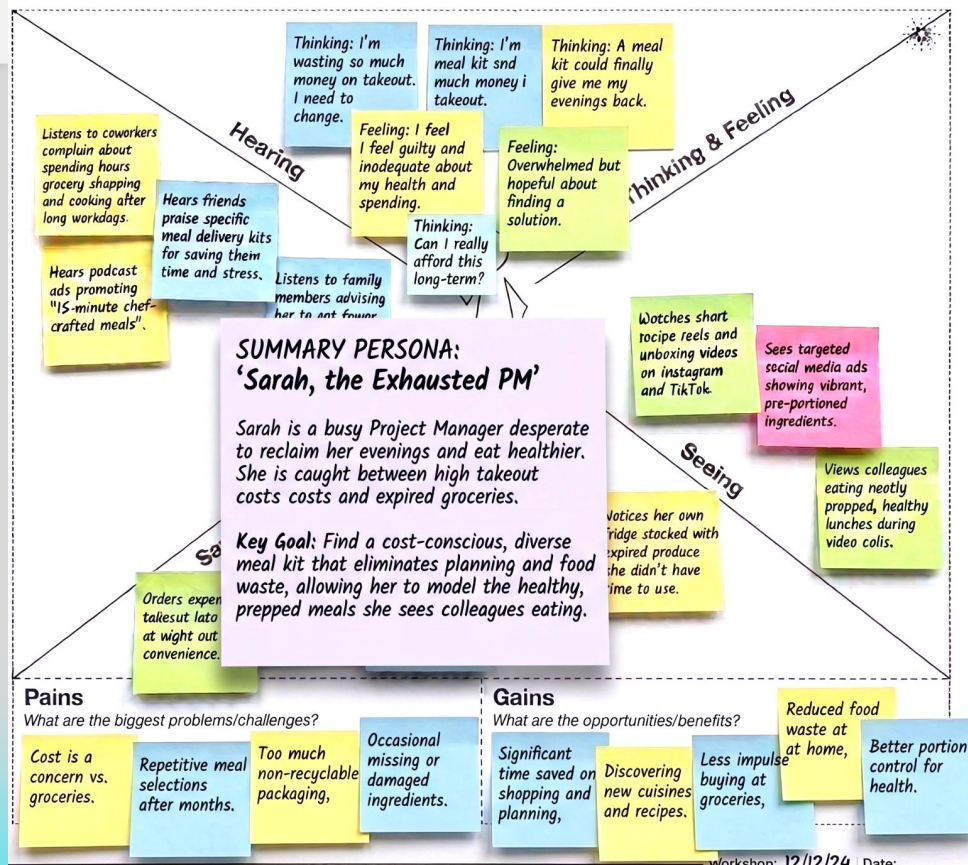


# The Empathy Map

Time: 20-30 min

Group Size: 2-3

## 5. Use the generated insights to build a persona.



Adapted from at facebook.com/taals



# Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

## Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [\*\*\*The Design Thinking Playbook & Toolbox\*\*\*](#) (Lewrick, Link, Leifer)
- [\*\*\*IBM's Enterprise Design Thinking Toolkit\*\*\*](#)
- [\*\*\*Collaboration by Design\*\*\*](#) (Coullomb, Collingwood-Boots)
- [\*\*\*Tools from the Stanford d.school\*\*\*](#)
- [\*\*\*The Lean Startup\*\*\*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit [cardanofoundation.org](https://cardanofoundation.org) or write to [venturehub@cardanofoundation.org](mailto:venturehub@cardanofoundation.org).**