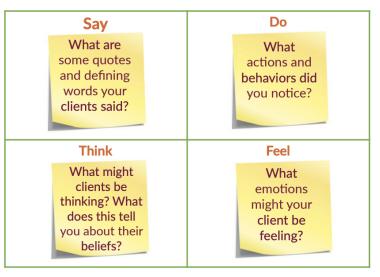
## **Empathy Mapping**

An empathy map is used to better understand customer needs through understanding observations and assumptions.

## How to:

- 1. Introduce intention: gain a deeper understanding of customer needs. Ask volunteers to record observations at the next distribution.
- 2. Before distribution, remind staff and volunteers to pay close attention to what customers are saying and doing and how they are engaging with others in the waiting area.
- 3. Post paper, divided into four quadrants, in a place accessed by volunteers only (kitchen, storage area, office, etc.) with Post It notes and pens.
- 4. After distribution, have staff and volunteers record observations in the four quadrants:



- 5. Choose a time (after every distribution, once a month, etc.) to gather volunteers together to debrief and talk through observations.
- 6. After discussing as a group what was written in the four quadrants, identify needs and insights:
  - a. Needs are verbs, activities, and desires with which your customers could use help, not nouns or solutions. For example, customers need a way to bring food home from distribution (activity) vs. customers need carts with wheels (solution).
  - b. Insights are found by asking "why?" This is a great opportunity to capture assumptions, tensions, and contradictions as you work. Use these insights to build survey questions or as topics to bring up with feedback groups.

