# Empathy Map: OSU Templates

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER AND
HEALTH SCIENCE COLLEGES

# Additional Logos

You may want to add an additional logo to your KDD template to reflect your organization.

CATALYST

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

OSUPhysicians

The James
THE OHIO STATE UNIVERSITY
COMPREHENSIVE CANCER CENTER

THE OHIO STATE UNIVERSITY
COLLEGE OF MEDICINE

THE OHIO STATE UNIVERSITY
SCHOOL OF HEALTH AND REHABILITATION SCIENCES

Project Name:

Goal:

Version Date:

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER AND HEALTH SCIENCE COLLEGES

## 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?

## 2. What do they NEED to DO?

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

## 3. What do they SEE?

in the marketplace?
in their immediate environment?
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?

## 6. What do they HEAR?

others say?
from friends?
from colleagues?
second-hand?

## 7. 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?

Project Name:

Goal:

Version Date:

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER AND HEALTH SCIENCE COLLEGES

**1. WHO are we empathizing with?**

**2. What do they NEED to DO?**

**3. What do they SEE?**

**4. What do they SAY?**

**5. What do they DO?**

**6. What do they HEAR?**

**7. What do they THINK and FEEL?**

**Pains**

**Gains**