

professional me empathy map

Understanding the fundamentals of a person or persona goes beyond empathy mapping.

Yet, it is a building block from which the team can relate to their users, but also a starting point from which UX can branch out to sub-personas in their Usability tests.

I often asked new team members to map themselves, with great success. It helped teammates relate to each other, helping to better relate to the users they are working to please.

