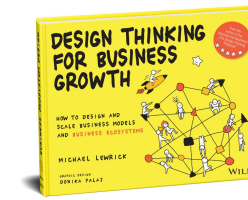


Project:  
Team:  
Version & Date:



# INTERVIEW FOR EMPATHY



Quick guide: The *Interview for Empathy* is intended to provide a good understanding of the user's needs, emotions and motivation. The goal is to see the world through the perspective of a user and learn more about his motivations. In the first step, it is useful to create a question map that describes the subject area to be explored with appropriate WH questions. In the second step, the respective users/interview partners are described.

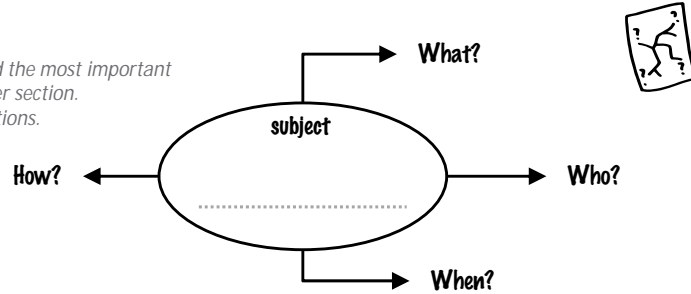
More tips & tricks for this template on book page: 193

Lewrick, M.  
Design Thinking for Business Growth  
978-1-1198-1515-0  
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## Question map

Make a note of the central topic and the most important questions in the question and answer section.  
Map. Explore the topic with W questions.

# 1



## Description of the person interviewed

Make a note of your interviewee's details and add a photo or sketch if possible.

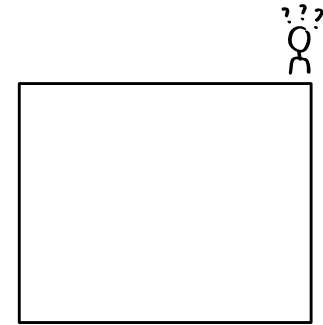
# 2

Name .....

Age .....

Personal data .....

Place/date of the interview .....



<p>Describe the Journey stages. Sketch the timing. Add actions to it. Describe them briefly and record unexpected results and related emotions.</p> <p>Enter the frequency of the actions (e.g. communication patterns).</p>					
<p><b>Always</b></p>					
<p><b>Often</b></p>					
<p><b>Irregular</b></p>					
<p><b>Gains</b></p> <p>Write down notes about the user's emotions during the test.</p>					
<p><b>Pains</b></p>					

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