



**Step 4**  
**Present the empathy maps**

As each sub-group presents their map, encourage the full group to raise questions or items of discussion. What insights does the map reveal? What assumptions are we making that need to be researched? Where do we have gaps in knowledge?

4

30 mins

**Step 5**  
**Determine next steps**

Did you stumble on questions that need to be answered before moving ahead? Assumptions that need to be validated? Discuss as a group what you've learned from the empathy maps and how that can be applied as you work on your project or operate and improve your service. Assign tasks owners, and due dates as necessary.

5

5 mins

Pain

Gain

Thoughts, comments, action