

EMPATHY MAP

One of the most important steps to developing a useful and innovative solution to any question is to understand and empathize with the individual that the solution is intended for.

Often times this exercise is much harder than it appears for example, imagine developing a solution to the problem of student engagement within school classrooms. You could focus on the student, the educator, the principal, the district curriculum director, etc. Often times you will find that you need to understand and empathize with multiple people in order to effectively address the driving question.

DIRECTIONS:

Start by having students draw the face of the person that they will be empathizing with in the middle of a big sheet of paper. Have them give the person a name and a brief description of who they are (e.g. what do they like to do, how old they are, etc.) Make sure that they include details on their face including hair.

Around the person's head, divide the space into "Thinking", "Seeing", "Saying", "Doing", and "Feeling".

In each section imagine what the person is thinking, seeing, saying, etc. related to the driving question. If you are in the "hearing" section for example, think about what the person might be hearing related to the driving question. Put each idea on a separate sticky note or directly on the paper.

