

EMPATHY MAP

Helps avoid designing solutions based on assumptions and center them in the experiences, needs, emotions of another person

Activity Focus and Goals:

- Develop empathy for the people you want to support
- Understand users' needs, motivation and challenges
- Identify unmet needs, therefore potential opportunities
- Design solutions rooted in real experiences and needs
- Strengthen awareness by seeing situations from another person's perspective

Materials Needed:

- A4 sheets with the drawn or printed Empathy Map Template
- Markers/Pens/pencils
- Sticky notes

Learning Objectives:

- Identify needs and challenges of a target group
- Recognize opportunities based on real needs
- Generate people-centred solutions that create a positive social impact

1. Divide the participants in groups of 3-5 people (30 minutes)
2. Ask them to specify their Persona (ex.: a newly arrived immigrant woman, an senior citizen, a single parent and so on). Also ask them to give the Persona a name.
3. Tell them to reflect on recurrent problem they have observed in their personal experience which affects community members and to impersonate all the input they have received into a fictional Persona.
4. Each group should discuss the following questions and record their answers on designated areas of the flip chart paper.
 - a. Says: What concerns or wishes does this person express?
 - b. Thinks: What might they be thinking but not saying out loud? What matters most to them?
 - c. Does: What actions do they take? How do they behave? What effects do these actions have (do they solve anything? exacerbate in the long run?)
 - d. Pains: What are the obstacles, frustrations or fears? The ones that are shared? The ones concealed?
 - e. Gains: What are they hoping to change? Achieve? Would this improve their situation or their life? How?

(Self) assessment:

- *What were the new perspectives that you discovered for the Persona from your teammates?*
- *What were the similarities and differences encountered in different countries?*
- *What about the solutions? Could they be country specific or adaptable across European countries?*

Resources and useful materials:

- The Empathy Map Template (in page 2)
- Module 1 of the training course to get a general idea on Social Entrepreneurship
- The Opportunity Canvas as follow up.

Notes, comments, recommendations for users (trainers/ learners):

- Consider this exercise as a starting point, as an alternative brainstorming. This activity can be followed by the Opportunity Map. Once the needs and the challenges of the community have been mapped, the next logical step would be follow up on the solutions and impact

Empathy Map

