

On Sightchanging-Tour

Dive into different perspectives to gain new understanding with Empathy Mapping.



Duration

30-60 min

Participants

2-8

Effort



Material

- Empathy Mapping Template
- Pens
- Post-Its
- Persona
- Target Group Research

Roles

- Moderation und Documentation
- Participants

Learn more:



Empathy Mapping is

is the process of putting yourself in the shoes of a representative persona from the target audience in order to develop empathy and a deeper understanding of that audience. To do this, all participants complete the four sections “Say, Do, Think, Feel” from the perspective of the assigned persona.

This helps uncover hidden challenges and unspoken goals, while enabling all participants to build a comprehensive understanding of the target audience.

An empathy map is most effective when based on prior qualitative research, such as interviews.

Why Empathy Mapping?

The process can identify hidden problems or conflicts, which can be used as starting points to create more user centered processes and services.

Because Empathy Mapping is a visual method, it can also serve as tool to easily convey this understanding of the target group towards colleagues or other stakeholders.

