

WE FEEL PHASE

EMPATHY MAP

About this Phase:

Students are given time to empathize or feel for someone who may have or facing some problems. They look at the needs and concerns of the person whom they are empathizing with, as well as, the social or personal situations they are in.

About the Empathy Map:

The empathy map is a tool that helps learners to know and feel for another person or simply, to be in the shoes of the person of interest. It helps the learners to empathize with the people for which they are designing a solution. The map leads the learner to examine what the person thinks or feel, sees, hears, says, or does. Lead the learners to use vivid descriptors.

Guide questions:

- What does the person think or feel?
- What does the person see?
- What does the person hear?
- What does the person say or do?
- Pain: What are their biggest frustrations? What obstacles stand in their way? Which risks might they fear taking?
- Gain: What do they need to achieve? How can they become successful or have a good life?



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