

EMPATHY MAPPING

Empathy mapping is a technique used to help identify motivations, desires, fears, and sensations experienced by other people. Businesses and designers use empathy mapping to help make their products more user-friendly. However, empathy mapping is also helpful in practicing shifting perception and point of view. Empathy mapping requires you to consider what another person's experience by focusing on what they hear, see, feel, think, say, etc. in a given situation.

1. You will receive one character card. You are going to complete the rest of this activity as this character, so take some time to think about he or she feels in the given situation.
2. Pair up with a classmate who has a different card from yours. Together, review the blank empathy map. Note what kinds of experiences/information you will need to complete the map.
3. Choose one partner to be the speaker and the other to be the listener. The speaker then describes their character's situation. The listener should be listening more than speaking. ***You will need to fill in the empathy map for your partner, so please ask questions as needed to be sure you understand the experience from their perspective.*** Once done, switch roles.
4. After sharing, complete an empathy map based on *your partner's* character. Be sure to fill it in as completely as possible.
5. Once you've completed the map, think about what your partner's character wants based on your conversation, and identify their top 3 wants and the top 3 obstacles to achieving those aims. Write them on the BACK of the map.
6. Turn your map into the box by the door.

If you complete your map, please read the following poem three times. Then write one page discussing how this poem addresses empathy.

“We’re This and We’re That, Aren’t We?”

By David Hernandez

Now that the theoretical physicists slash cosmologist
has explained to me, has laid out in clean
even rows of logic

how every atom in my body
arrived from a star, a star
that blasted apart,
and the atoms of my left hand

originated from a different sun
than my right,

I can shine. I can go dark

recalling how my grandfather made
the vertical blinds rattle
when he shoved
my grandmother into them.

Startled in the yard, I turned to that sound,
from the flower bed my eyes were held by

the swaying blinds. It took a while for each
to line up

perfectly straight again, to tell myself

she slipped. Only then could I

return to stalking the butterflies.
My right hand was quick: reach and pinch.
I had so many soft wings that summer

between my thumb and index, so many of them
skewered on cactus needles.

I was a kid. I was cruel slash gentle.
He was cruel slash gentle.
He had witnessed my destroying
and I saw

across his creased face
empathy for them.

After his scolding I placed one dead one
inside the white envelope of a flower.

Under the sun it glowed. Under the moon,
more glowing.

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

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MIDDLE GRADES ACTIVITY

K 1 2 3 4 5 **6 7 8** 9 10 11 12

Someone Else's Shoes

Take one character card, pair up with a classmate, and read your card aloud while your partner practices being an empathetic listener. Then, switch roles: practice being empathetic as your partner, as his character, tells you what he is experiencing.

Marcus is a star quarterback on the school football team. During one of the final games of the season, he was injured badly, so badly that he couldn't play in the rest of the games, nor could he go to school for three months.

Chen always admired her friend Lucy's wardrobe. One day, when they were hanging out at Lucy's house, Chen asked to borrow Lucy's expensive blue sweater. Lucy said she could, but then made fun of Chen, telling everyone at school that Chen couldn't afford her own nice clothes.

During a school field trip, Juan had a seizure in front of his entire class. He came out of it to find all his classmates staring at him. His doctors told him he has a condition where he could have a seizure anytime.

Anita's best friend confided in her about a surprise birthday party she had planned to throw for her brother. Anita accidentally let the secret slip, and now her best friend won't talk to her.

After practicing for months, Kelsey tripped and fell during her routine for the school talent show. One of her classmates, who was using a cellphone to videotape the show, posted the clip of Kelsey's fall on the Internet the next day.

Bali found out that a nasty rumor being spread about her was started by a former friend.

All of Violet's friends are constantly talking about the prom—the dresses they're going to buy, how they're going to do their hair, where they're going to eat. Violet wants to go, but the tickets are expensive, and her mom just lost her job.

Rochelle was one of five students selected to represent her school in a national math competition. The final showdown was between Rochelle's team and another school. The score was tied with only one question remaining. The question went to Rochelle, who got it wrong, allowing the other team to win.

Lenny has worked at the same pizza place for over a year and has always done a great job. One day, he overcharged a customer by accident. The new boss thought Lenny did it on purpose to pocket the difference and fired him.

Shaun's brother's ex-girlfriend kissed Shaun at a school dance last weekend. Shaun didn't kiss her back, but he decided not to tell his brother about the incident just to be safe. Shaun's brother found out anyway and is angry with him.

Micah emailed Emily, admitting his crush on her. Emily forwarded the email to all of her friends, some of whom then teased Micah on a social networking site about his crush on Emily.

Alex discovered that his teammate cheated by copying from his paper during the Spanish final.