Making Learning Fun and Ecological

Lesson: Empathy

Activity: Empathy map

Lead In:
Classroom
Online

Duration:
30 - 45 minutes

Aim:
- Get to know people, co-workers, customers
- Get to know what people think about your brand
- Get to know more about the business-oriented behaviour
- To find insights about your user's needs

Type of activity:
It is a constructive matrix. It is divided into four parts – saying, thinking, doing and feeling. After that, fulfil the matrix and take a moment to reflect.

Group number:
The activity could be solved individually or in a team

Recommended age: 20 – 29

Instructions:

For the educator:

Start with an introduction about what is an empathy map.
For a better understanding, discuss with the participants about how to solve the matrix.
Give participants around two minutes to think and after that insert the ideas into the matrix.

For the user/interested participants:

Just be honest and write down what you think and feel.

Keywords

Collaborative visualization
Empathy map

Materials, equipment:

Pen, pencil
Computer/ internet connection

References:

https://ecologic.mk/d-thinking-manual/

Other useful sources:

https://www.nngroup.com/articles/empathy-mapping/
https://www.uxbooth.com/articles/empathy-map-ping-a-guide-to-getting-inside-a-users-head/
https://www.accenture.com/us-en/blogs/software-engineer-ing-blog/what-is-an-empathy-map

Annexes:

Article
Document for using a jam board
Template_ empathy matrix
JPG_empathy matrix

Erasmus+
Co-funded by the Erasmus+ Programme of the European Union