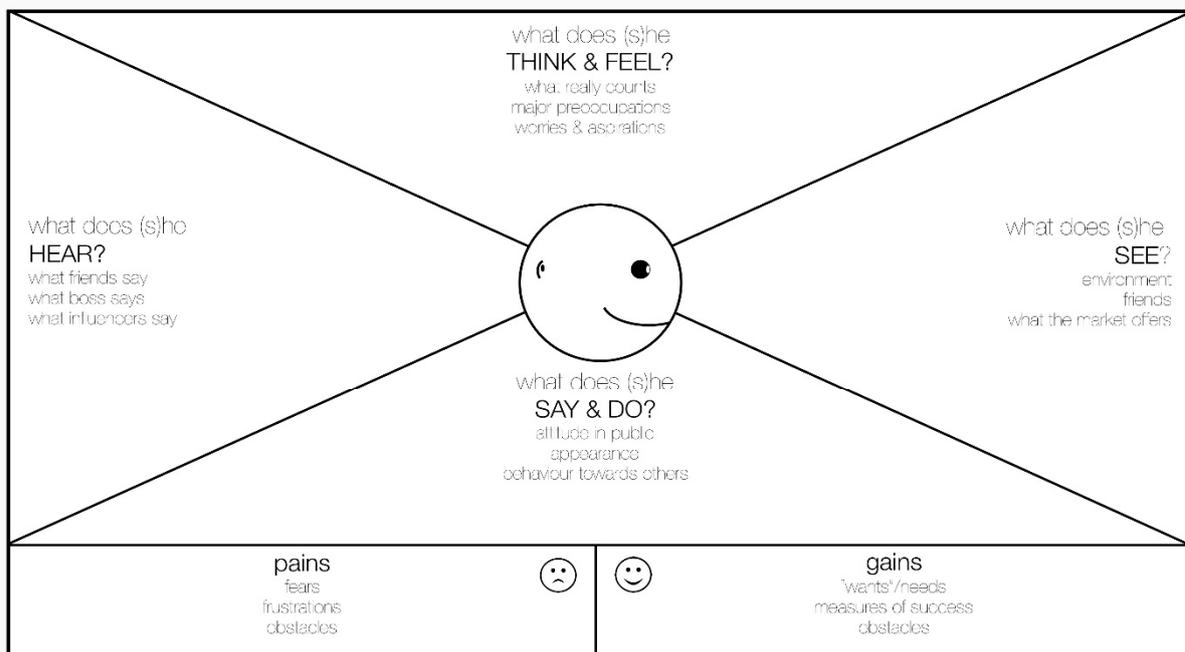




Empathy Map (Advanced)



Source: adapted from XPLANE

Download the Empathy Map to assess current & desired behaviour: www.eventcanvas.org/empathymap

eventcanvas.org

Quick tips

1. Download and print the Empathy Map or draw the basic shapes on a piece of paper, the whiteboard or a carton which you can attach to a wall
2. Name the character. Optionally provide an attribute for the character (e.g. Astrad the Almighty). Write this information on the face, in the middle of the map
3. Use the questions in this card to guide students through provoking questions for filling the empathy map
4. Ask them to conduct a full presentation of their character and have a quick reflective discussion as a group
5. If time permits, ask the students to present a very short story of the characters daily routine (incorporating as many elements from the map as possible)
6. Go back as many times as needed or time permits



Instructions

Print out the card and give it to a student or a group of students. Follow the tips on the back of the card.

This version of the empathy map has 6 areas to fill in, with “pains” and “gains” added.

Pains refers to difficulties that the character is facing (every day or in general), stressful situations, obstacles, etc. Gains refers to goals, success measurements, etc.

This version of the empathy map is more structured and distinguishes feelings and thoughts from pains and gains.

You can follow the suggestions provided in the empathy map templates for beginners.

The template is available for downloading at <http://www.eventcanvas.org/empathymap/>