Empathy Mapping Activity

Instructions: Using sticky notes or markers, each person writes down their responses and ideas to the corresponding questions regarding a particular stakeholder. Discuss and add ideas. Wrap up by asking what insights have been gained into the complex issue.

- What would the stakeholder be thinking & feeling? What are some of their worries and aspirations?
- What would their friends, colleagues, and boss be likely to say about this issue? What would the user hear in these scenarios?
- What would the stakeholder experience in their community?
- What might the stakeholder be saying and/or doing to address or deal with this issue? How would that change in a public or private setting?

Adapted from: https://www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/