

HOW TO USE THE EMPATHY MAP

You can complete the Empathy Map individually or with a team. It can be used to develop understanding of an individual student.

1

Brainstorm the student you want to have better connections to learning.

2

Choose one student to try out the map.

3

List some general characteristics about the student.

4

Answer the questions on the Empathy Map.

WHAT DO THEY SEE?

- What does the classroom look like to them?
- What do they see that is helpful?
- What might look like a barrier?
- Do they see themselves represented?

WHAT DO THEY HEAR?

- From me?
- From family?
- From friends?
- Who do they listen to most?
- What media are they hearing?

WHAT DO THEY THINK AND FEEL?

- about school?
- What is really important to them?
- What is engaging?
- What is worrisome?
- What are they hoping for?

WHAT DO THEY SAY AND DO?

- What do they tell me?
- What do they say and do with family or friends?
- Is there a difference between what they do and how they really feel?

WHAT ARE THE LEARNING PAINS?

- What are their biggest frustrations?
- What are the biggest obstacles?
- Which activities feel risky for them?

WHAT ARE THE LEARNING GAINS?

- What do they really want to achieve?
- What does success mean to them?
- What are some strategies to help them achieve success?

dot it EMPATHY MAP



personal interests

What does the student see?

At home? At school? With friends?

What does the student think and feel?

What really matters to them? What are they preoccupied with?

social interests

What does the student hear?

From me? from families? from friends?

What does the student say and do?

What is their attitude and communication with others?

behavioral interests

What is the student hoping to gain?

What are their wants and needs and what behaviors do they perceive are incentivized and rewarded?

What is causing the student pain?

What are their fears and frustrations and what is an obstacle to behavior that will lead to their success?

This Empathy Map is adapted from a tool developed by the visual thinking company XPLANE. It helps you go beyond demographic and quantitative information to develop a better understanding of the knowledge, attitudes, skills, aspirations, and behaviors of the learners you serve. It allows you to generate a better plan because the learners themselves guide your choices which results in more effective ways to reach them and relate to them.