



UNIVERSIDAD  
**SANTO TOMÁS**  
—SEDE PRINCIPAL BOGOTÁ—



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# CILCE Professional Project

Level 5

# Level 5: Social and creative thinking.

## First Term

**Leading Question:** How to understand thoughts and feeling from the community?

**Objective:** Thinking on empathetic ideas to help the community using our degree knowledge.

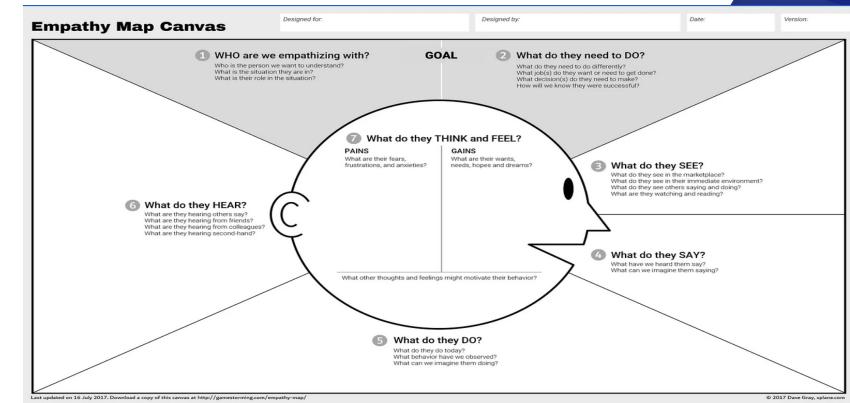
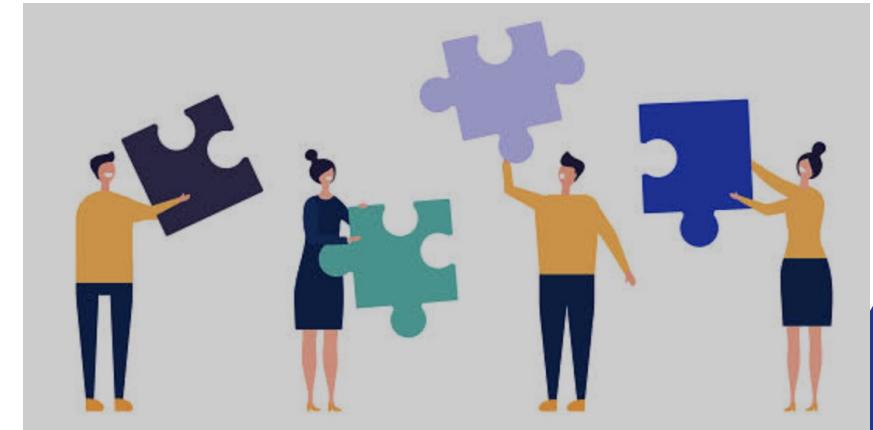
### What is empathizing?

Empathy is the capacity to understand or feel what another person is experiencing; this comes from the capacity to place oneself in another's position. As part of a community, it is important to grow a passion to share our skills solving others needs or problems.

**Product:** An empathy map on community problems or needs providing solutions.

### Process:

In groups of maximum three students, you need to think on what kind of problems from your degrees you can help to your community. Choose a problem. Then complete the empathy map with information gather in interviews, searches or other possible source.



## What's an empathy map?

It is a tool that helps us develop empathy through a set of questions we need to answer:

### 1. WHO are we empathizing with?

Who is the person we want to understand?

What is the situation they are in?

### 2. What do they need to DO?

What do they need to do differently?

What job do they want or need to get done?

### 3. What do they SEE?

What do they see in the marketplace?

What do they see in the immediate environment?

### 4. What do they SAY?

What have we heard them say?



### 5. What do they DO?

What do they do today?

What we imagine them doing?

### 6. What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

### 7. What do they THINK and FEEL?

#### PAINS

What are their fears, frustrations, and anxieties?

#### GAINS

What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behaviors?



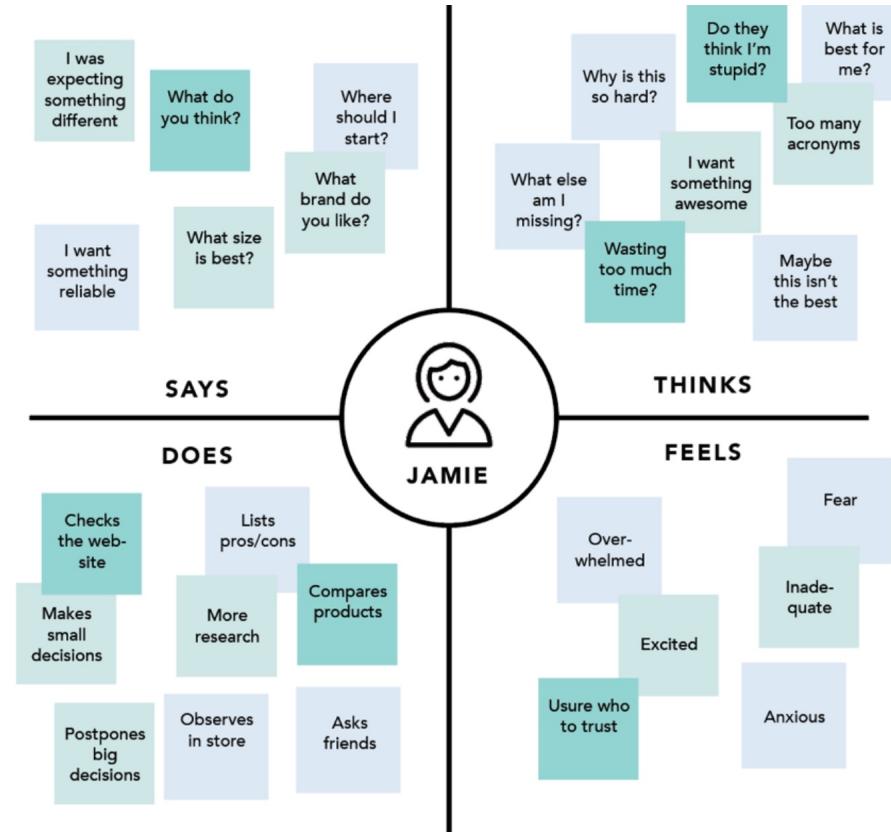
Visit the following places for more information.

<https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c8a>

<https://hbr.org/2013/11/three-creativity-challenges-from-ideos-leaders>

With the information gather fill in an Empathy Map template.

Turn in your Empathy Map



## Assessment Process:

Present and explain your empathy map to your teacher for feedback and corrections.

## Criteria to assess the Empathy Map

### Content

Presents sufficient description of the problem or need to be solved using real information from the interviews and own reflection. The map has 7 steps

### Organization

Sequence of information is logical, well ordered, and interesting. The sequence of the map makes sense.

### Grammar and Spelling

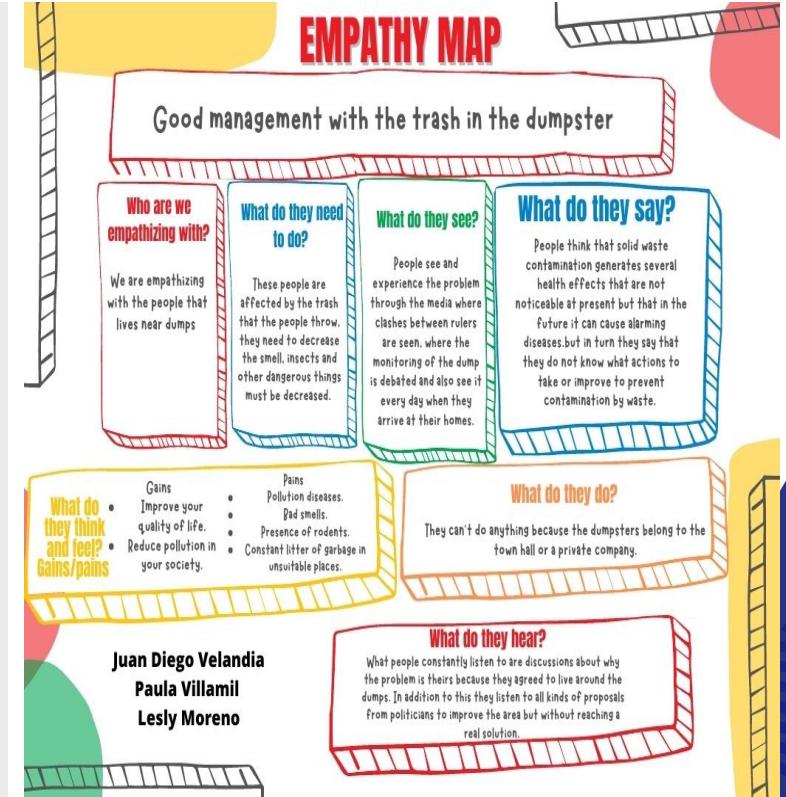
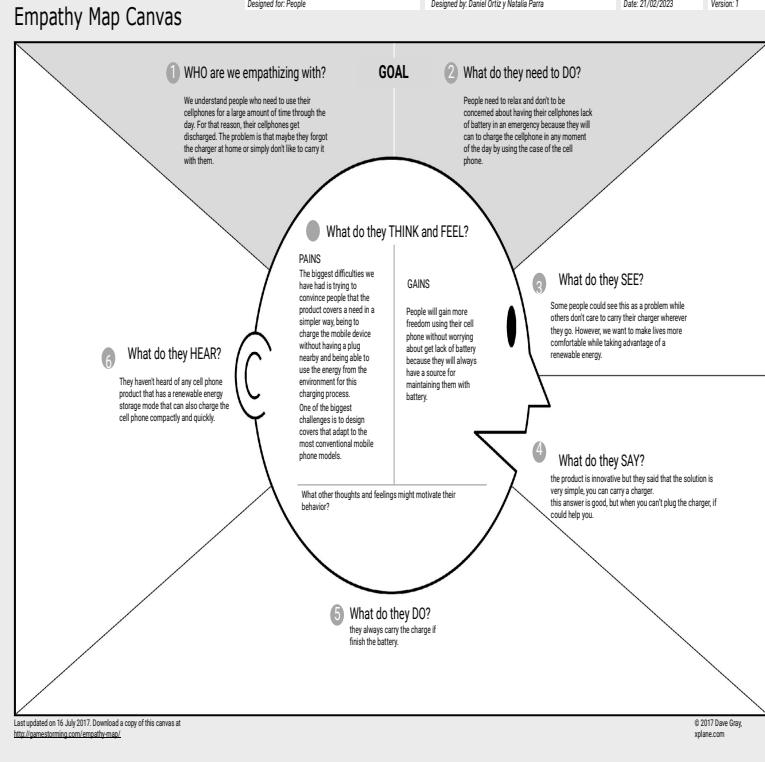
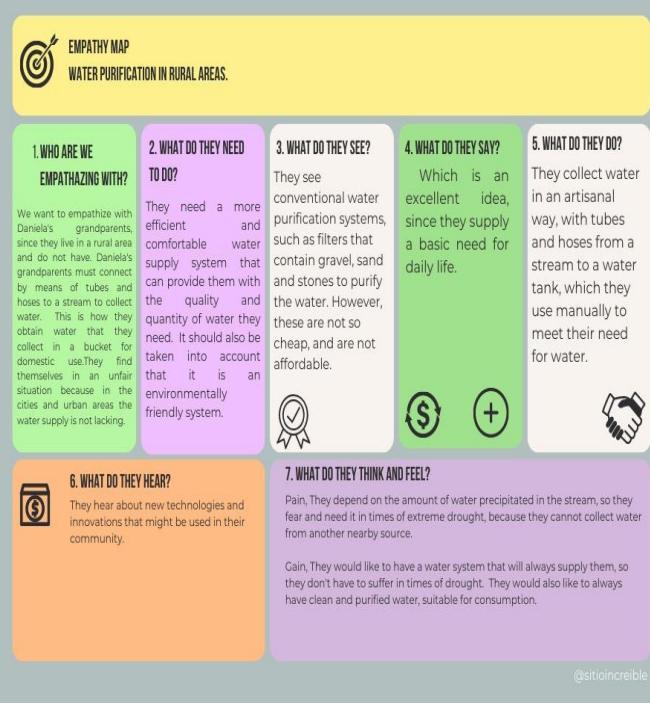
Work has no spelling errors and/or grammatical errors.

### Design

Empathy Map is attractive, uniform and well designed. It has balance and uses up all space available. The fonts used are easy to read.



# Empathy Map Examples



# Level 5: Social and creative thinking.

## First term: Empathy Map Graphic Design

Empathy Map Rubric					
	1	2	3	4	5
Content	No work is presented/plagiarism	Most description elements are missing the problem o need to be solved usign real information from the interviews and own reflection.	Two description elements are missing the problem o need to be solved usign real information from the interviews and own reflection.	One description element is missing of the problem o need to be solved usign real information from the interviews and own reflection.	Presents sufficient description of the problem o need to be solved usign real information from the interviews and own reflection. The map has 7 steps.
Organization	No work is presented/plagiarism	Sequence of information is difficult to follow. The sequence of the map is unclear.	Sequence of information is somewhat disorganized. The sequence of the map is hard to follow at times.	Sequence of information is logical and easy to follow. The sequence of the map makes sense	Sequence of information is logical, well ordered, and interesting. The sequence of the map makes sense.
Grammar and Spelling	No work is presented/plagiarism	Work has four or more spelling errors and/or grammatical errors.	Work has three spelling errors and/or grammatical errors.	Work has one or two spelling errors and/or grammatical errors.	Work has no spelling errors and/or grammatical errors.
Design	No work is presented/plagiarism	Design of the Empathy Map is sloppy. Major improvements are needed.	No more than three or four improvements are needed. Consultation with teacher could have been useful.	Empathy Map is attractive, uniform and well designed. No more than one or two improvements are needed.	Empathy Map is attractive, uniform and well designed. It has balance and uses up all space available. The fonts used are easy to read.