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Persona – Empathy map

**Persona and empathy map**

1. **Create a persona** within your team.   
To get started interview each other and **find out the characteristics** of a persona about each other. Please, work with someone you do not already know.  
Afterwards, create **your first persona** within your team by “interviewing a fictional person” and answer on behalf of that person. Please do not describe yourself or your best friend. Think out of the box. You could also split your team and create personas with one partner. Up to you :-)!

You can use an online template or a poster and sticky notes.

Ein Bild, das Text, Menschliches Gesicht, Screenshot, Website enthält.

Automatisch generierte Beschreibung

2.1 **Empathy map**: Start with the GOAL section, by defining WHO will be the subject of the Empathy Map and a goal: something they need to DO. This should be framed in terms of observable behavior.

2.2 Once you have clarified the goal, work your way clockwise around the canvas, until you have covered Seeing, Saying, Doing, and Hearing. The reason for this is that the process of focusing on observable phenomena (Things that they see, say, do and hear) is like walking a mile in their shoes. It gives us a chance to imagine what their experience might be like, to give us a sense of what it “feels like to be them.”

2.3 Only AFTER you have made the circuit of outside elements, you focus on what’s going on inside their head. Many Empathy Map templates do not leave space inside the head at the center of the Empathy Map and put the “Think and Feel” categories on the periphery of the map. The large head in the center is one of the most important aspects of the map’s design. The whole idea is to imagine what it’s like to be inside someone else’s head. That was and is the primary power of the exercise.

Empathy map

