

TEMPLATE

Empathy map

An empathy map is a design thinking tool that helps to better understand a persona by categorising their thoughts, feelings, actions, and needs. You can apply persona and empathy map insights to create cultural activities, promotion, or communication strategies.

To create an empathy map, follow these steps:

Step 1: Define a persona representing your target audience.

Step 2: Gather insights from research, interviews, surveys or personal interactions with the persona.

Step 3: Fill in sections with concise, specific quotes or phrases.

Step 4: Review and refine the map with your team.

Remember to update the empathy map from time to time as the audience's needs constantly evolve.

Read more about the empathy map on the [Culture Connect Me](#) website.

Empathy map template

<p><i>What does she/he/they think and feel?</i></p> <ul style="list-style-type: none">•••••	<p><i>What does he/she/they hear?</i></p> <ul style="list-style-type: none">•••••
<p><i>What do they/he/she see?</i></p> <ul style="list-style-type: none">•••••	<p><i>What does she/he/they say and do?</i></p> <ul style="list-style-type: none">•••••

What are their/her/his pains?

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Pains: Fears, Frustrations, and Barriers such as technological, personal, cultural, or communication-related issues. Examples include difficulty communicating due to language or cultural differences, confusion or misunderstandings caused by different social customs, trouble using or adapting to new technology, slow internet or connectivity problems, difficulty navigating complex software or websites, fear of falling behind with new technology, struggles with adapting to new technology or software, and physical limitations or disabilities that make technology usage challenging.

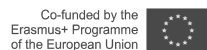
What her/his/their her gains?

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Gains: Positive outcomes and achievements that individuals desire or experience when using a product, service, or engaging in an activity. These gains can cover various aspects, including increased convenience, improved well-being, enhanced knowledge, a sense of accomplishment, stronger social connections, appreciation, cooperation, inclusion, support, inspiration, discovery, humour, self-expression, creativity, and more.

Gains help cultural animators, educators, and designers understand what individuals value, what motivates them, and how they make decisions. By identifying these gains, cultural institutions can effectively engage their audience by creating cultural activities that emphasise the benefits and fulfil people's needs and desires. It's about addressing challenges and highlighting the positive outcomes to cater to their specific requirements, ultimately creating value for the individuals involved.

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