

STUDENT JOURNEY ORIENTATION

EMPATHY MAP

A visual map to deepen understanding of students

0. Name of the phase

Student Journey Orientation

1. Name of the tool

Empathy map

2. Duration

30 minutes

3. Materials used

- A large sheet of paper or a whiteboard
- Empathy map template (optional to draw it on a whiteboard or a sheet of paper)
- Colored pens
- Sticky notes

4. What is this tool and what is its purpose and benefit?

An empathy map helps organize information about students to understand them better. The collected information is about students' perspectives and emotional and cognitive perceptions. A deeper understanding of students and their needs helps them plan their learning activities better and adapt these when needed, but it also supports students' emotional and professional development.

5. Steps how to use this tool in practice

Individually / In pairs or in a group

1. Download an empathy map from the Internet and print it. There are plenty of empathy map examples online. You can also draw it.
2. Start creating one or more empathy maps for the topic you are working on. You can either create an empathy map for each student, one for all students or create one together with students. You can also use one or more personas, that have been created earlier, for this purpose.
3. Put the student (or persona) at the center of the map and start filling in the map. Fill in the empathy map by adding answers to each of the 4 areas. You can write these directly on the empathy map or on sticky notes. The 4 areas are:
 - What do students think about it?
 - What are students say about it?
 - What are students feel about it?

- What are students do about it?

4. Analyze the answers on each quadrant when ready. What are students' needs? How to help their learning? What should be done? What could be changed? What are the opportunities and possible solutions?

6. Tips and hints for using this tool

- Students can fill in empathy maps by themselves. This may assist in engaging them and making them feel heard.
 - Empathy map may also be used for course evaluation by students.
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