Engaging with Empathy: Mapping the Path to Insightful Instruction

Library Instruction West 2016

Activity - Groups

1. Select a “persona” and a context. Name your theoretical person and describe approximately 3 characteristics that define that person/user group.

   Example: Context: A lesson about plagiarism; Persona: “Sue” is a second year student, marketing major, and just transferred to the University

2. Construct your empathy map with the following sections about your person and their experience in the chosen context. What are they: THINKING, FEELING, and DOING

3. Consider: What questions or insights arise as a result of this exercise? How can you design instruction or instruction services that respond to your persona’s perspective?

http://rossbelmont.com/post/118946553243/simple-empathy-map-template
References


