

Empathy

“All advocacy is, at its core, an exercise in empathy.

– Samantha Power

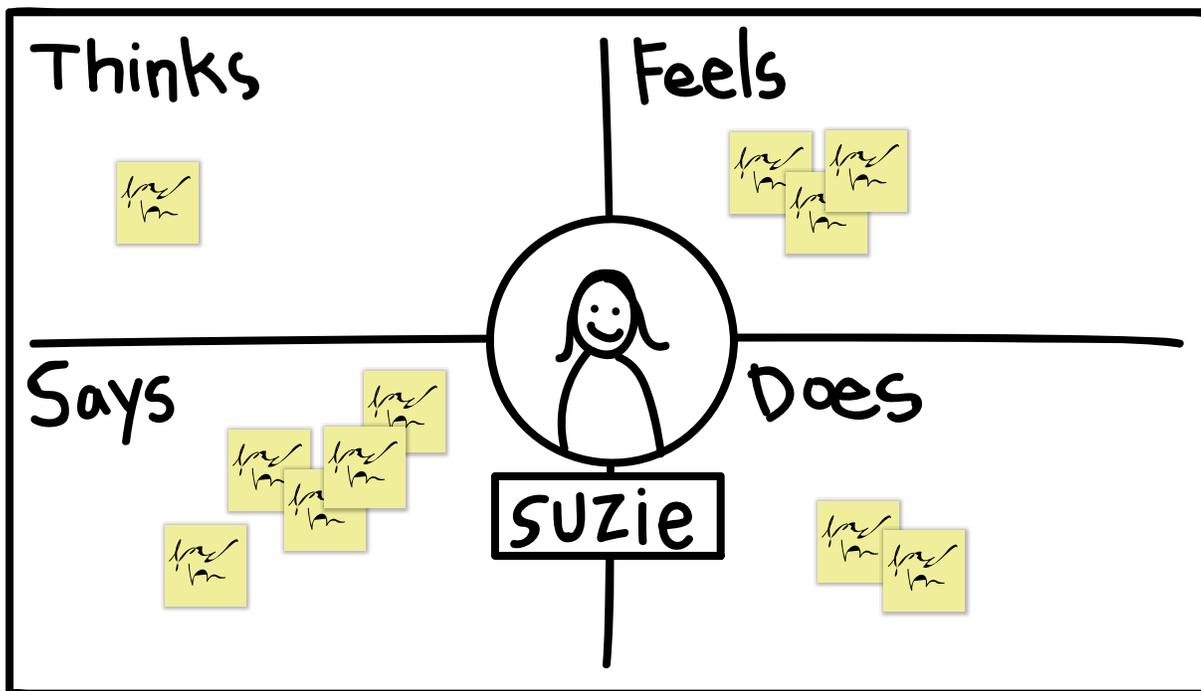
Things to keep in mind that will help you

- You are not your audience. Try not to make assumptions about who they are or what they know. Listen.
- Do the best you can at the inner work of recognizing your own assumptions, biases, and privileges. Do this with humility, self-love, and dedication to service.

Step one: interview the user about their experience from beginning to end.

Step two: empathy mapping

On post-it notes, write what you hear the client saying, thinking, doing, and feeling. Put the post-its in the appropriate area on the empathy map. When you are done, group similar post-its together.



Step three: as-is scenario mapping

Write out the phases of their experience across the top of the as-is scenario map. This will make a grid to show what they are doing, thinking, and saying in every phase. Place your empathy map post-its in the appropriate places along the map. Take note of where there are post-its. This will show you what phases of the experience they talked about the most, or where there may have been something you can ask more about. Choose the 2-3 places in the as-is scenario map where you see pain (anxiety, doubt, confusion, overwhelm, etc), as these are opportunities to make something better!

Phase	1	2	3	4	5
Thinks					
Feels					
Says					
Does					

Step four: gaining insight

In the second blank space, place a post-it describing what the user needs to do. In the third blank space, place a post-it describing why. Now move the why statement to the needs statement, and create a new why statement, diving in deeper. Continue to do this three or four times. Dive deep for insights into what your user really needs.

_____ needs to  _____ so that  _____





Step five: providing solutions

Write out at least five solutions on post-its, and give them a stick-figure illustration. Make one of these solutions absolutely ridiculous. Just fire out a bunch of ideas. Do not critique your ideas at this time, just get as many out as possible. You cannot be creative and critique at the same time.

Step six: voting on feasibility and impact of solutions

Position all of your best solutions in front of you, and have the team vote. Choose your 3 most feasible options with a green circle. Choose your 3 highest impact options with a gold star.

Step seven: mapping solution feasibility and impact

Position the voted-upon post-its on the value grid to find your #1 solution.

