



# CULTURECONNECT

Practicum Vol. 1

## Empathy Maps

---

### How to use an Empathy Map:

Gather stakeholders together. We recommend snacks or coffee find their way into the mix.

- **Step 1** - Agree on the target user.
- **Step 2** - Review the empathy map concept, purpose and goals with the group.
- **Step 3** - Distribute materials (copies of maps, sticky notes, pens etc.)
- **Step 4** - Break into groups of 2-3 people and work together on filling out the empathy map for 5-10 minutes. Alternatively, work on the empathy maps individually for 5 - 7 minutes.
- **Step 5** - Share your work and discuss your thinking with the group while documenting a master empathy map for this user that reflects the group's thinking.

Rinse and repeat for each additional target user.

---

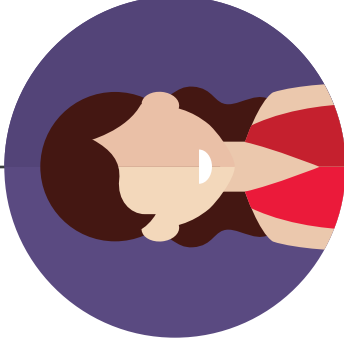
### Connect with us:

**Samantha Diamond, CEO**  
[samantha@cultureconnectme.com](mailto:samantha@cultureconnectme.com)

**Emily Gumpel, VP, Marketing & Client Services**  
[emily@cultureconnectme.com](mailto:emily@cultureconnectme.com)

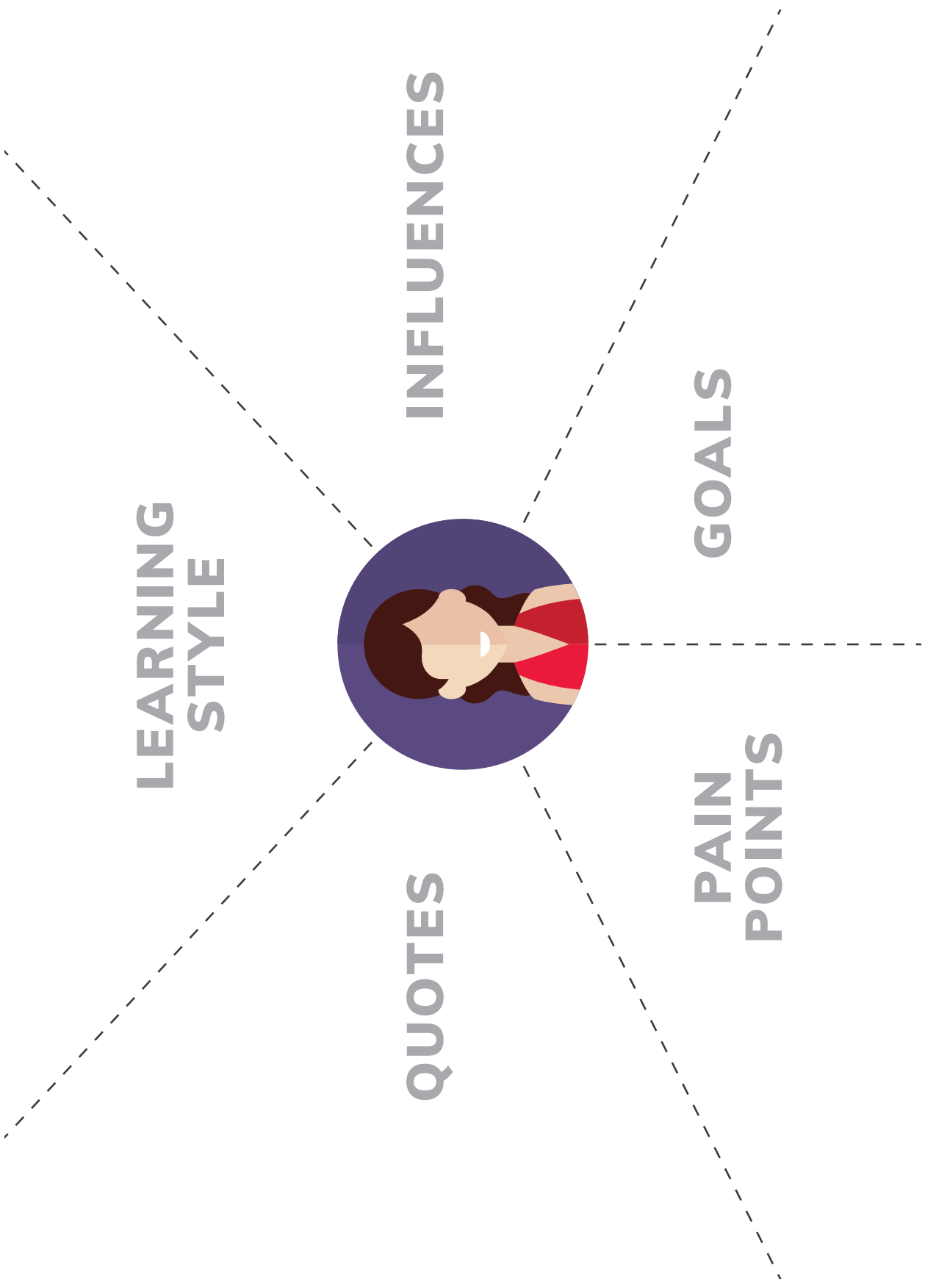
**THINKS**

**SAYS**



**FEELS**

**DOES**



**LEARNING  
STYLE**

**INFLUENCES**

**GOALS**

**PAIN  
POINTS**

**QUOTES**