

# EMPATHY MAPPING

This activity will help your team develop a deeper insight into consumers' specific motivations and obstacles by creating a situation they would likely face. You are then able to identify their thoughts, feelings, and actions in relation to that situation.

## HOW IT WORKS

**STEP 1:** After reading and absorbing the information provided in the archetype displays, develop up to 5 situations for one archetype. Tailor the situations to their personal goals and challenges.

**STEP 2:** Choose one of the situations and consider how your archetype might be thinking, feeling, and acting.

## MATERIALS AT HAND

Worksheets are provided to organize your ideas for this activity.

## STORYTELLING

The best way to digest the information is to be able to talk it out with your team. There will be artifacts available at each station which you can bring to the collaboration table, allowing you to tell stories about your archetype in relation to their belongings.

### Goals:

- Gain insight of the archetypes' motivations, thoughts, and feelings
- Identify reactions

### Requirements:

- Develop an understanding of the archetypes using the displays
- Come up with situations and scenarios for the archetypes

### Materials:

- Worksheet

### Next Steps:

- Which trends/shifts influence outcomes?

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Archetype: Angela

Potential situations that your organization can influence:

- 1 Youngest daughter gets bullied
- 2 Husband loses job
- 3 Oldest daughter gets in car crash
- 4 Begins menopause
- 5 Mother diagnosed with Alzheimer's

Choose one of the situations you've listed and consider how your archetype might be thinking, feeling, and acting.

**THINK**

Next steps for  
mom's living  
situation

Having her move  
in with Angela

**FEEL**

Overwhelmed  
Guilt over lack  
of time spent with  
mom  
Stress and  
impatience  
Fear

**DO**

Talk with her  
mom's doctor  
Talk to her pastor  
Spend time with  
mom

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Archetype: \_\_\_\_\_

Potential situations that your organization can influence:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Choose one of the situations you've listed and consider how your archetype might be thinking, feeling, and acting.

**THINK**

**FEEL**

**DO**