

Planning Empathy Journeys

THINKING ABOUT/ PLANNING EMPATHY JOURNEYS

- You need to 'road test' your questions on each other: How do they sound? Is it clunky? Is it too big?
- You need to think about what the method is. It could be a graphic facilitation, a thinking space or the use of the Empathy Map or What's Working Map (these are all available as a resource in this section).
- You need to allocate enough time
- Remember that you are demonstrating that you are interested in the thinking, experience and needs of others. You can't do that in 10 minutes
- You are not looking for answers, it's stories and thoughts; there is no right and wrong
- You need to facilitate and hold the space (see notes below)
- Conduct the Empathy Journeys in pairs: one person facilitating, and the other observing, listening and capturing the themes; it's not a one person's job
- You then need time at the back end to thank people and for the two of you to agree to the themes

EMPATHY JOURNEY BEST PRACTICE

Set the scene with a brief introduction. Explain who you are and why you are doing it. Make sure you make people feel welcome.

Set Rules of Engagement for One to One or One to a small group:

- *The idea is that you share your thinking based on the questions we are asking you to think about*
- *Everyone will have a turn to think, no interrupting. It's different than a conversation, one voice at a time*
- *I will act as a "thinking partner" to the group, helping you to get to your best thinking*
- *My colleague will be gathering themes that emerge and we will check these with you before you leave*
- *This is a real opportunity for us to learn from each other about possibilities and positive futures*
- *We will connect back with you later in the Design Thinking Process*
- *Thank you for supporting us*