Title of the Activity	Empathy Map
Partner	Connect International
EmpowerHER Competence Framework reference	2.Driving Progress: Creativity and Innovation
Competences	This activity builds the following competences within the module: - Ability to facilitate creative thinking and idea generation processes among young women - Capacity to create psychologically safe spaces that encourage experimentation and collaborative problem-solving - Ability to use visual tools to co-create inclusive and youth-friendly learning experiences - Increased empathy and understanding of social challenges as drivers of innovation
Format	In person
Target Group	Young women aged 16–21, especially those interested in social impact and community engagement. Ideal for beginners in entrepreneurship, mixed-experience groups, and youth from rural or underserved communities.
Duration	75-90 minutes
Materials & Tools Needed	- Printed empathy map templates - Flipchart paper or large drawing sheets - Markers, pens, sticky notes - Role cards or challenge prompts (optional) - Comfortable space with breakout tables or floor seating

Methodology	Introduction (10–15 min)
	
	- Welcome participants and introduce the concept of empathy in entrepreneurship: “Designing with people, not just for them.”
	- Brief explanation of empathy maps and their role in understanding user needs
	- Optional: Share a short story of a young changemaker who solved a problem by listening deeply to others
	
	Main Task (45–60 min)
	
	- Divide participants into small teams (3–5 people)
	- Each team receives a fictional or real-life persona (e.g. “Sara, 17, lives in a rural area and struggles with access to mental health support”)
	- Teams fill out an empathy map:
	
	  o What does she think and feel?
	  o What does she hear and see?
	  o What are her pains and gains?
	
	- Based on the map, teams brainstorm a creative solution or initiative to support the persona

	- Youth Workers circulate to support ideation and encourage inclusive participation Presentation (15–20 min) - Each team presents their empathy map and proposed solution - Peers and facilitators offer warm feedback, focusing on creativity, relevance, and empathy - Celebrate diverse ideas and approaches
Reflection & Evaluation	- What did you learn about designing with empathy? - How did your team collaborate and share ideas? - What surprised you about your persona's needs or challenges? - How could your solution work in real life? - What skills did you use or discover during this activity?
Resources	- EmpowerHER Resource Bank – templates and challenge for empathy map templates and challenge cards - Portrait cards - Portrait e-booklet – for e-booklet – for identity-based prompts identity-based prompts and persona creation and persona creation - Optional: Printed stories of young stories of young changemakers for changemakers for inspiration - Flipchart templates Flipchart templates for mapping and for mapping and brainstorming