



# Phase 3: Proposal Development

## EMPATHY MAPPING LESSON PLAN

**OBJECTIVE:** The Steering Committee will better understand the experiences of students and teachers regarding specific project ideas and determine the “what, where, why, and how” for each top idea.

### SUPPORTING MATERIALS:

- *Proposal Development Guide*
- *Idea Category Empathy Map*

**TIMELINE:** It is recommended to use this activity during step 3 (Research Top Ideas) of the Proposal Development Guide.

**APPROXIMATE LESSON LENGTH:** 1 - 2 Steering Committee meetings

### INSTRUCTIONS:

## 1. Introduction

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- **Divide** the steering committee into their subcommittees.
- **Ask** each subcommittee to discuss the concept of empathy.
  - What is empathy?
    - If needed, SPB Sponsors can provide a common definition such as “the ability to understand and share the feelings of another” (Oxford Languages).
  - Can you provide an example of empathy vs. sympathy?
  - Why does empathy matter in the context of proposal development?
- **Invite** subcommittees to share answers with the rest of the steering committee.

## 2. Empathy Map

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- **Explain** each subcommittee will **complete an Idea Category Empathy Map** for the top ideas in their idea category.
  - **Think & Feel:** What do students and/or teachers think about this idea? How do they feel?
  - **See:** What do students and/or teachers experience visually? Is there a specific location that students see or don't see this idea?
  - **Hear:** What do students and/or teachers hear about this idea?

- **Say & Do:** What do students and/or teachers say about this idea? What can this idea allow or not allow students and/or teachers to do?
- Now **complete the Grows & Glows** section of the Idea Category Empathy Map.
  - Grows: What could be changed or improved?
  - Glows: What do we already have on campus that fulfills this idea and could be expanded to reach more students?

### 3. Empathy Interviews

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- Subcommittees will collect more information about their top ideas by asking fellow students and teachers the same questions outlined above.
- Subcommittees might conduct these “empathy interviews” using the Idea Category Empathy Map during lunch, before or after school, during an advisory or homeroom period, etc.