



DIGITAL STORYTELLING (DST) STEP 1: BACKGROUND RESEARCH AND AUDIENCE INSIGHT / ASSIGNMENT 3

DST1-3 Assignment: EMPATHY MAPPING

Phase 1: Define the target group in relation to your sustainability challenge

- **Define the sustainability challenge** you are tackling in your digital storytelling project.
- **Define a typical target audience member** and place them at the center of the empathy map.
- **Give your target audience member a name** and **find a picture** that corresponds to their persona. You can browse e.g. [Pixabay](#) , [Flickr](#) , [Pexels](#), [Freestock](#).

Phase 2: Fill out the empathy map

- Use [this empathy map by Gamestorming](#) for describing the experience or your target persona. This helps you understand the thinking and behavior of your target group.
- **Fill out all the 6 sections** of the empathy map:
 - How do they think and feel?
 - What do they see?
 - What do they say and do?
 - What do they hear?
- **Try to avoid general descriptions.** Use empathy and answer the questions as if you were the persona. For ideas and support, study these [Tuzzit empathy mapping instructions](#).
- **Finally, focus on the persona's main drivers and pain points.** Summarize the key factors that influence their decision-making:
 - What are the bottlenecks stopping the persona from making sustainable choices?
 - What are the drivers inspiring the persona towards sustainable choices?

Phase 3: Analyze the results

- **Select the key issues** on the map that relate to your sustainability challenge and digital storytelling aim.
- **Analyze the most important drivers and bottlenecks** in your target audience's decision-making.
- **Write a brief story (max 1 A4 sheet) where your target persona interacts with your sustainability challenge** in some realistic way.
- To gain insight into your target audience, **make use of the insights** from empathy mapping throughout your creative planning process.

