



Using Empathy Maps to Investigate Complex Problems

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Disclosures & Acknowledgements

- We have no financial or service relationships to disclose.
- We recognize the 'āina (land and waters) on which we gather as an indigenous space. We gratefully acknowledge and will do our part to support Na Kānaka Maoli (the indigenous people of Hawai'i), past, present, and future as they mālama (care for) Hawai'i.

[Support Hawai'i Wildlife](#)

[Support Native Hawai'ian Owned Businesses](#)

[Volunteer and Give back activities while in Hawai'i](#)

Thank you *Committee on the Status of Diversity and Representation and Office of University of Hawai'i Mānoa Provost Michael Bruno* for your thoughtful land acknowledgement that helped to shape ours <https://www.isanet.org/News/ID/5767/ISA-2020-Land-Acknowledgement>

About your facilitators



Amy Law

Instructional Designer
University of Washington School of Medicine
Graduate Medical Education eLearning

- Background in middle school education and primary care system administration
- On a learning journey towards building a more equitable and compassionate world



Ceradwen Tokheim

Instructional Designer
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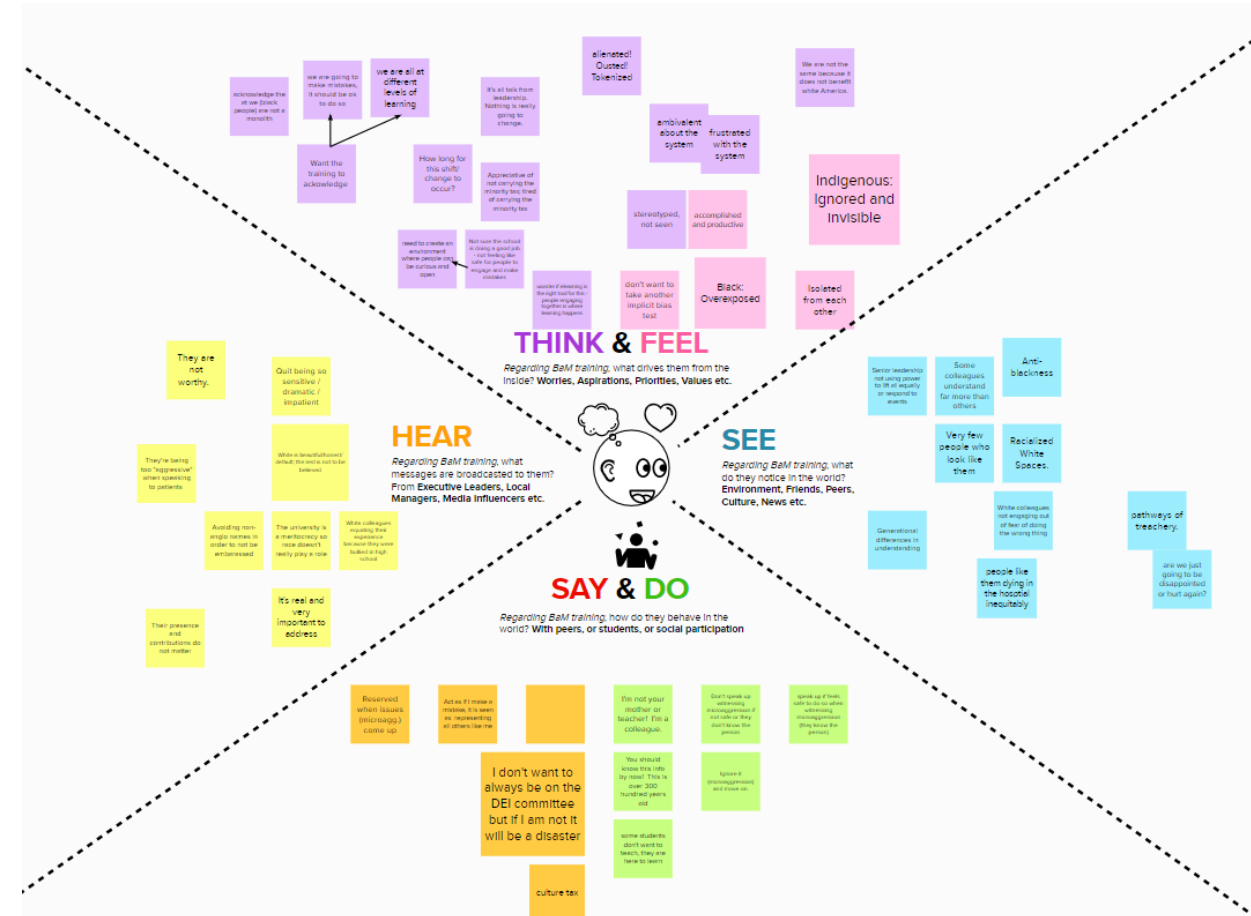
- Background in library and information science, educational psychology, and design
- A life-long learner who strives to support other learners with creativity and humility

Learning Activities

1. Conduct stakeholder interviews
2. Define stakeholder groups
3. Use interview data to collaboratively build an empathy map
4. Synthesize key insights from empathy maps
5. Determine where empathy maps could enhance complex problem solving in your professional context

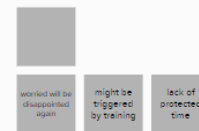
WHAT ARE EMPATHY MAPS?

A tool used in **human-centered design** practices to help address complex problems.



PAINS

Regarding BAM training, what are their Frustrations, Internal and Environmental Obstacles, Experienced Harm, etc.



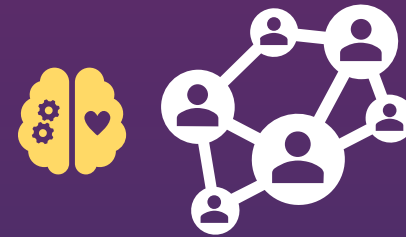
GAINS

Regarding BAM training, what are their Wants, Needs, Hopes, Levers for Change, Measures of Success



Human Centered Design is helpful when...

You aim to **better understand the people** for whom you are designing.



You want to work in an **action-oriented** way.



You aim to work on “**problem-finding,**” as well as **problem-solving.**



The end solution is **not yet dictated.**



Complex Problems

Difficult to define by nature

The product of multiple systems interacting

Full of peril and opportunities



Where do Empathy Maps fit in?

5 Design Thinking Practices as outlined by Catherine Lombardozi, Ed.D.



Empathizing

- Understand the people impacted.
- Get past their what to find their why.



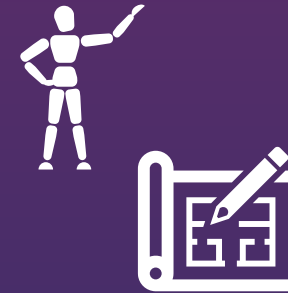
Framing

- Find meaningful opportunities.
- Set limits based on resources.



Ideating

- Play with ideas in new ways.
- Embrace creativity.



Prototyping

- Test the risky assumptions.
- Build “proof-of-concept” trials.

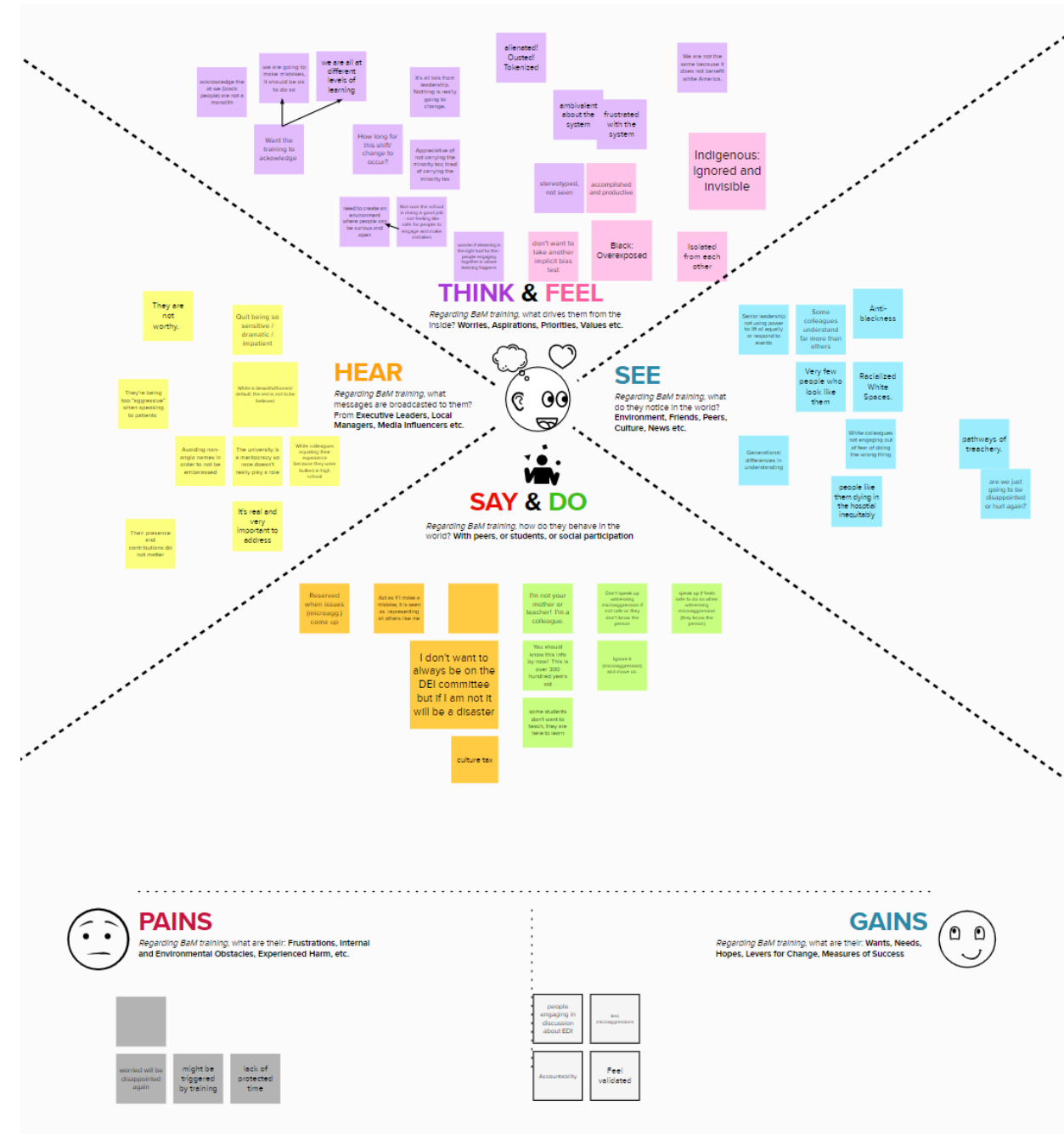


Iterating

- Gather feedback early and often.
- Update and improve based on feedback

EMPATHY MAP PRE-REQUISITES

1. Frame the design problem
2. Identify stakeholder groups
3. Interview for empathy
4. Record your observations



Initial Design Problem Statements

How might we address mistreatment in our medical learning environments in ways that promote wellbeing for our learners, staff, faculty, and patients?

- Begin with curiosity – *How might we address...*
- Explore and label the problem – *mistreatment in medical learning environments...*
- Describe the desired outcome – *in ways that promote wellbeing for our learners, staff, faculty, and patients?*

[Harassment and Discrimination in Medical Training: A Systematic Review and Meta-Analysis](#)

Fnais, N., Soobiah, C., Chen, M. H., Lillie, E., Perrier, L., Tashkhandi, M., Straus, S., Mamdani, M., Al-Omran, M., Tricco, A. C. (2014).

Harassment and Discrimination in Medical Training: A Systematic Review and Meta-Analysis. Academic Medicine 89(5):p 817-827, May 2014. | DOI:

10.1097/ACM.000000000000200

Who are stakeholders?

- Administrative staff
- Students
- Faculty
- Leadership
- ??



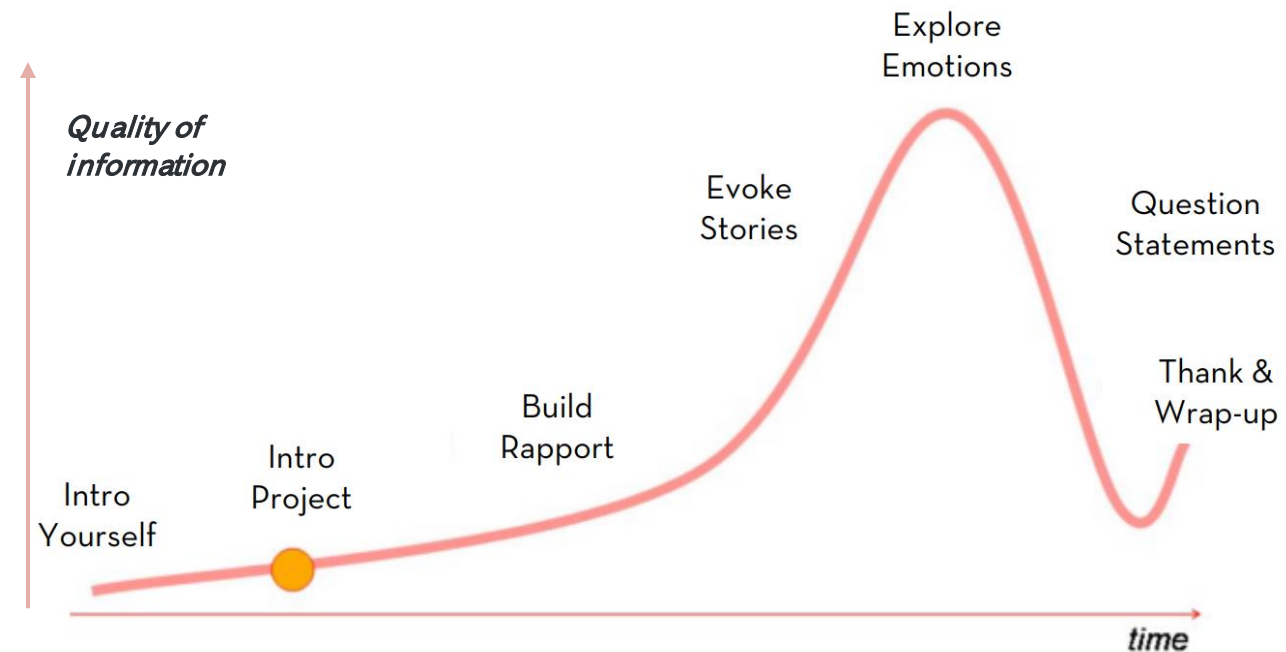
Participant interviews

Interview someone who holds a different stake in the problem.

Prompts are on the handout.
No need to answer them all.

About 5 minutes per partner.

Focus on listening **or** sharing.



Thomas Both <https://dschool.stanford.edu/resources/design-project-guide-1>

Sticky Note Directions

One thought per sticky note

“ = exactly what was said

~ = approximately what they said

• = conjecture based on what they said
(or based on other impressions)

Keep notes in a pile in front of
yourself for now.



Collaborate on empathy maps

Regroup by the stakeholder group you interviewed.

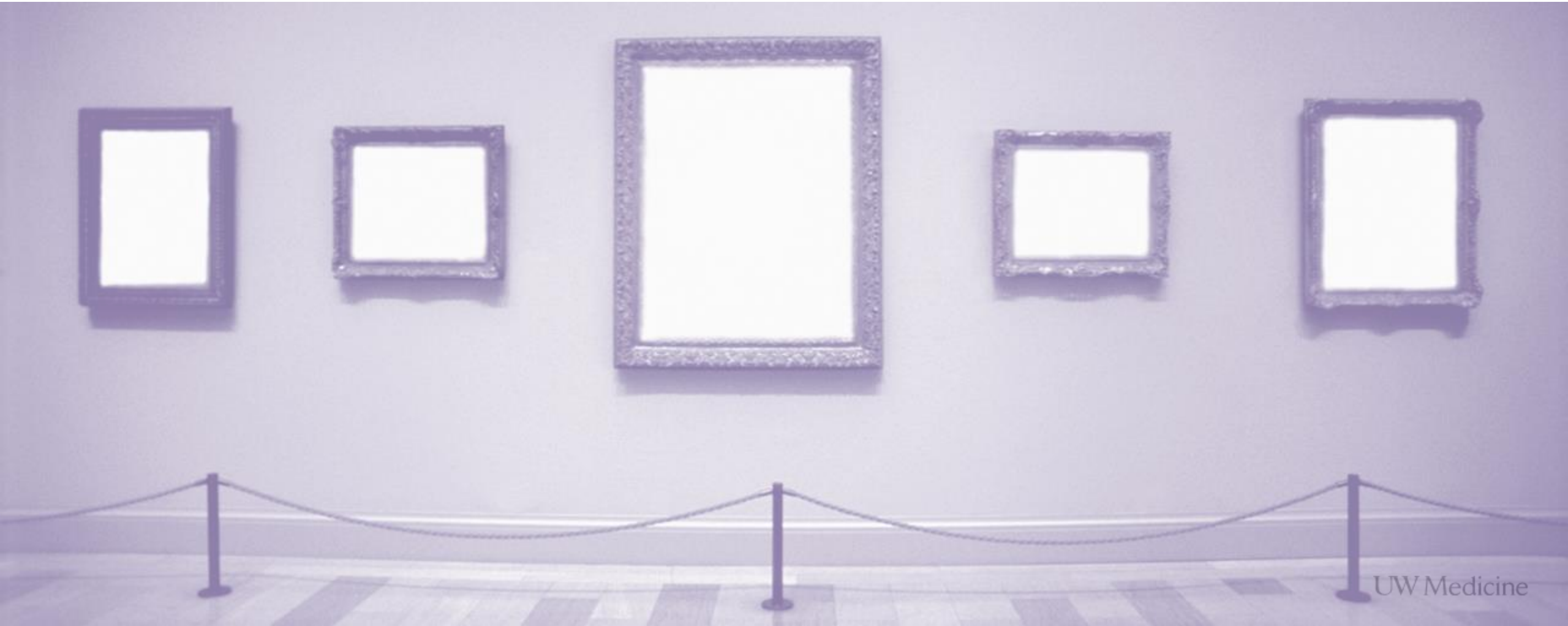
Label the top of the map with the group you interviewed.

Place your notes on the map.

Discuss and add notes as needed.

What new questions do you have?

Gallery Walk: view other empathy maps



Small group insights

Discuss observations and adjust your map

Identify at least one of each:

Theme (Overall, these stakeholders have ___ experience.)

Insight (It hadn't occurred to us that these stakeholders ___.)

Question (We think we heard ___, but we need to clarify/verify.)

Independent reflection

What complex problem(s) are you helping to address at your organization?

What are some **pros** and **cons** of using empathy maps in those contexts?

What new ideas, questions, or curiosities sparked during this workshop?

Who do you want to talk to about your experience in this workshop?

Future Applications? Other Questions?

Scan this QR Code for links to:

- Design thinking resources
- Mistreatment research articles
- Supportive action for Hawai'i



Thank you for joining in this exploration.

Thanks also to the organizers and hosts for their invitation.

