Learner Experience Design

Focusing on Empathy for Students as we Transition to Online Teaching

# **Activity Number One**

Imagine a person together based on an architype.

|  |  |
| --- | --- |
| Breakout Room Number | Architype |
| 1, 9, or 17 | The hipster |
| 2, 10, or 18 | The soccer mom |
| 3, 11, or 9 | The IT guy |
| 4, 12, or 20 | The retiree |
| 5, 13, or 21 | The Instagram model |
| 6, 14, or 22 | The bro |
| 7, 15, or 23 | The scientist |
| 8, 16, or 4 | The environmentalist |

As a group, come up with a **name** and spend a few minutes talking about the person. What are they like? What are their hobbies? What is their background? What is their family like? How do they spend their free time? What’s important to them?

# **Activity Number Two**

Create an Empathy Diagram.

**Name:**

|  |  |
| --- | --- |
| Things they SAY: | Things they HEAR and SEE: |
| Things they DO: | Things they THINK and FEEL: |

# **Homework**

Conduct customer discovery interviews with 2-3 learners. These can be your current students, former students, or the students of colleagues. Come to the next workshop with your interview notes and an empathy diagram for at least one of your interviewed learners.

**Tips for Interviewing Learners**

* Come prepared with questions. But keep it conversational.
* Ask questions related to how they prefer to learn and be assessed.
* Avoid hypotheticals. If you have an idea about an innovative way to teach, don’t ask them if they would like it.
* Use open-ended questions. These interviews are not to confirm what you think you know. They are about unearthing new insights.
* Ask follow-up questions. After they’ve answered, ask them about what they just said. You’ll be surprised at how much rich information comes out when you get people talking.
* More information on customer discovery - <https://venturewell.org/customer-interviews/>