


CREATING PERSONAS - An empathy tool -

by Trang Nguyen

Creating Personas



Tiffany

Revealing quote
I am passionate about women's rights!

Background
30 years old, single
Lives in Kathmandu
Born in Hongkong
Travel the world

Beliefs/Values
Social entrepreneur

Likes + Dislikes
Connecting with people
Social media
Gender Equality, business, social problems

Needs/Challenges
Want to change her community
Raising funds
Guidance

Daily routines
Events
Social media

Personality, character

Fictional, imaginary

Reflection of how others look at us

Tool

Connect ourselves with a human being

Co-creation

Interviews

Research

Observation

Surveys

Immersion

2) How can we empathize with each other?

3) What role does empathy play in our work?

If we have a similar experience we can better empathize

Empathy = be culturally sensitive

This tool can be used as a prework.

Empathy is something naturally?

Feel the emotions

Being close to the target group
→ not in Turkey (Refugees in Turkey)

Not sure if a tool can help to create empathy

It takes time to build trust

First step: Empathy (Amanda)

Want to use the word empathy in a respectful way

Putting together facts + emotions

How can we make people open up = takes time + challenging

How can we understand people who are severely different from us

Create empathy = give love

Tool to brainstorm with the team