

MAKING SENSE

Empathy map

Prof. Guillermo Palau Salvador (INGENIO-CSIC)
Co-autor: Yanus HUB



**Virtual
Hackathon**

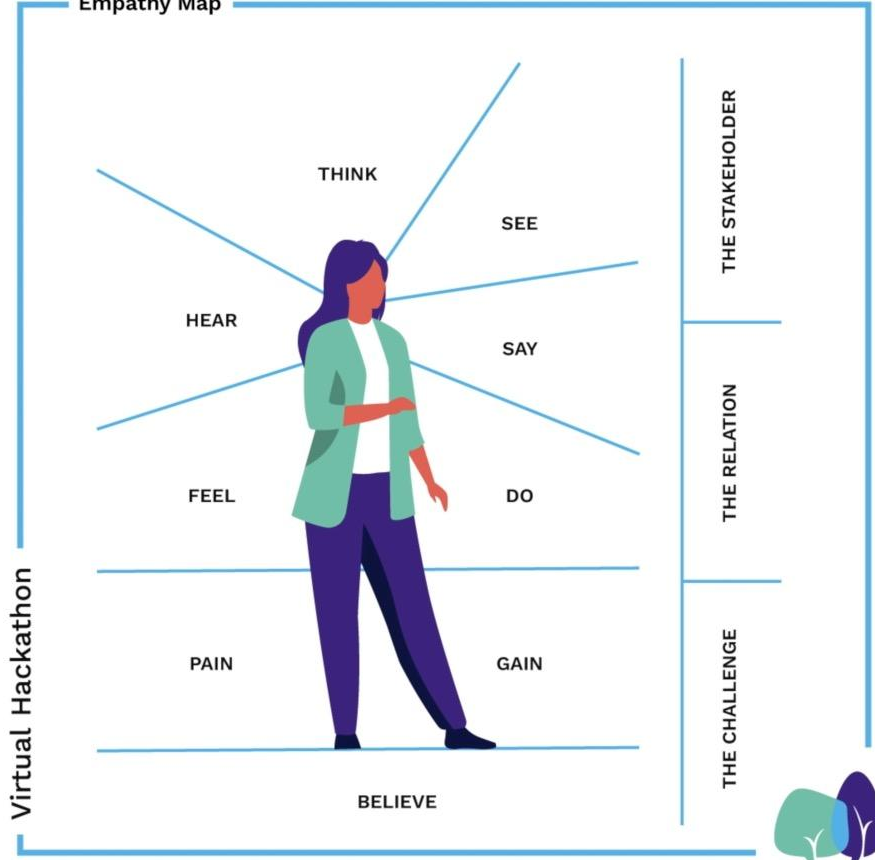


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What is it?

Empathy Map



Virtual Hackathon

THE STAKEHOLDER

THE RELATION

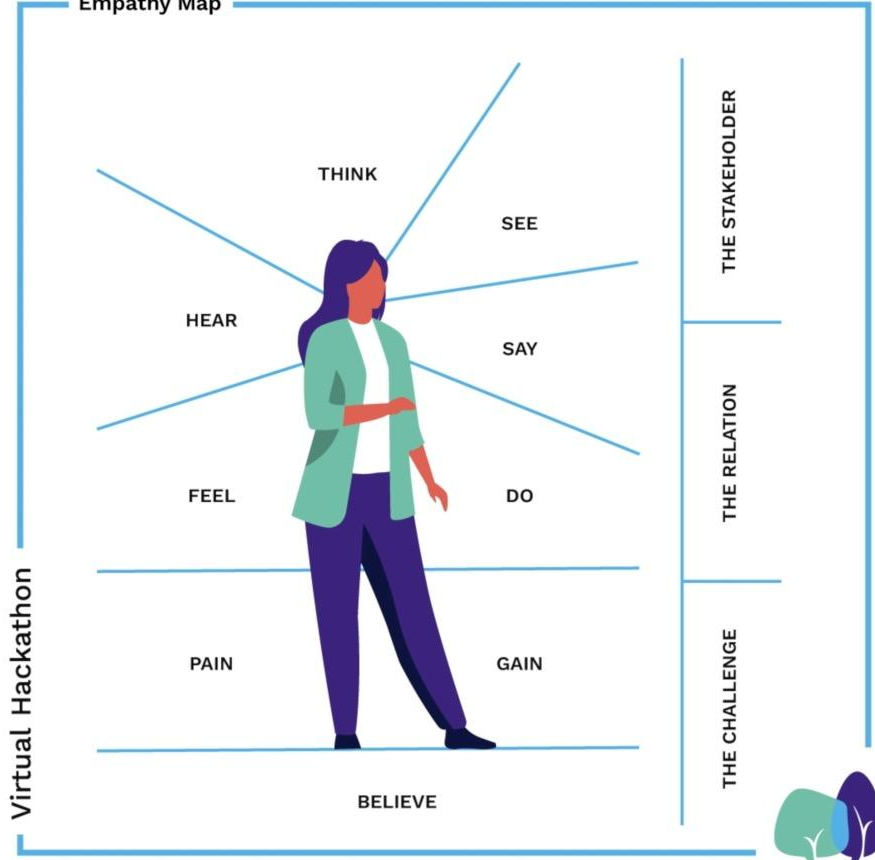
THE CHALLENGE





When to use?

Empathy Map



Virtual Hackathon

THE STAKEHOLDER

THE RELATION

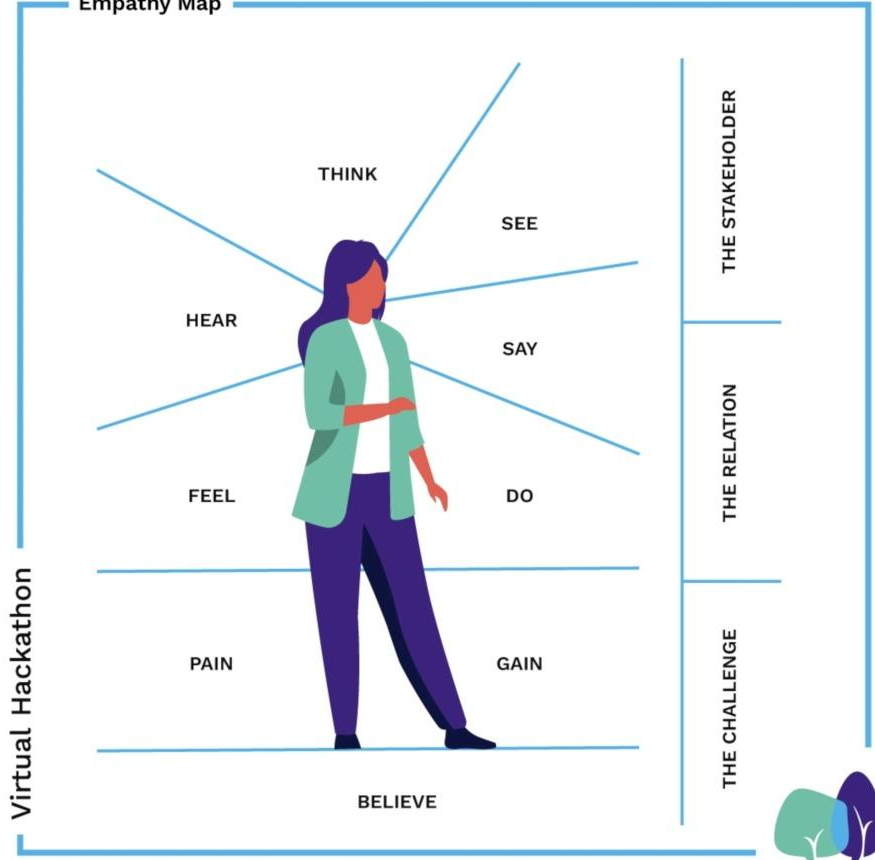
THE CHALLENGE



The background features a network of interconnected circular nodes. Each node contains a different icon: a lightbulb, three business professionals, a speech bubble with a question mark, three construction workers, a dollar sign, a factory, a university building, a gear, three medical professionals, a family, a clock, and a laptop. The text 'Why is it useful?' is centered over this network.

Why is it useful?

Empathy Map



Virtual Hackathon

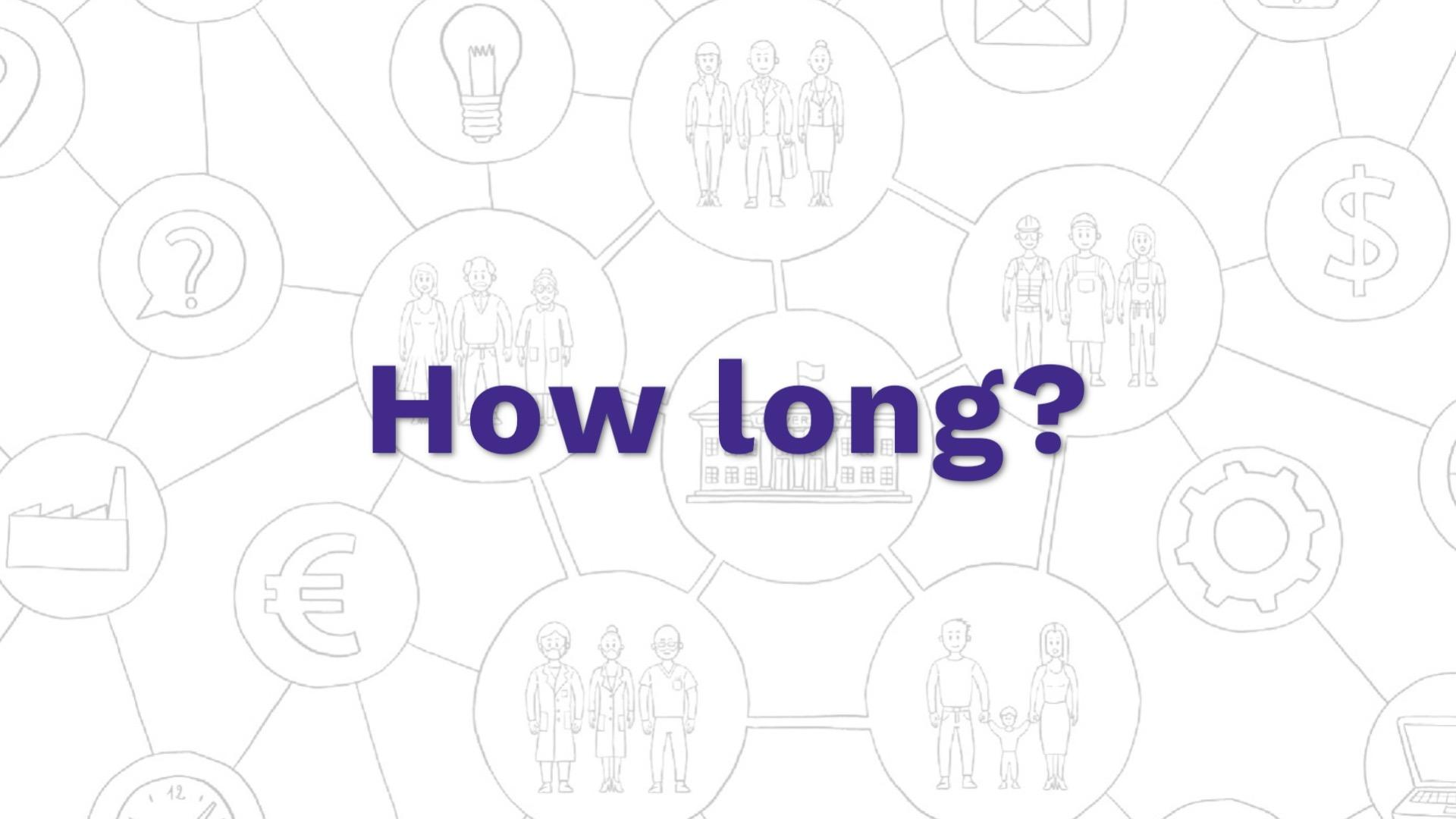
THE STAKEHOLDER

THE RELATION

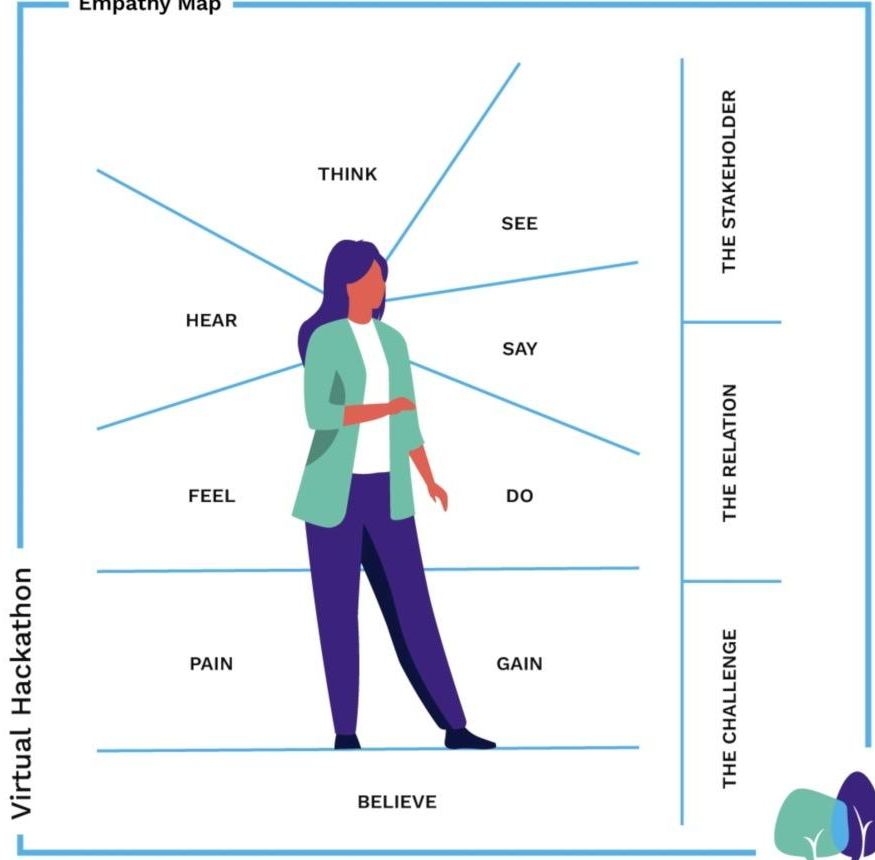
THE CHALLENGE



How long?



Empathy Map



Virtual Hackathon



THE PROCESS



Virtual
Hackathon



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STEP 1

Setting the scene



How to move towards sustainable and healthy eating on the Valencia campus?



James
22 years
Vegetarian
Engineer and
entrepreneur
Active



STEP 2

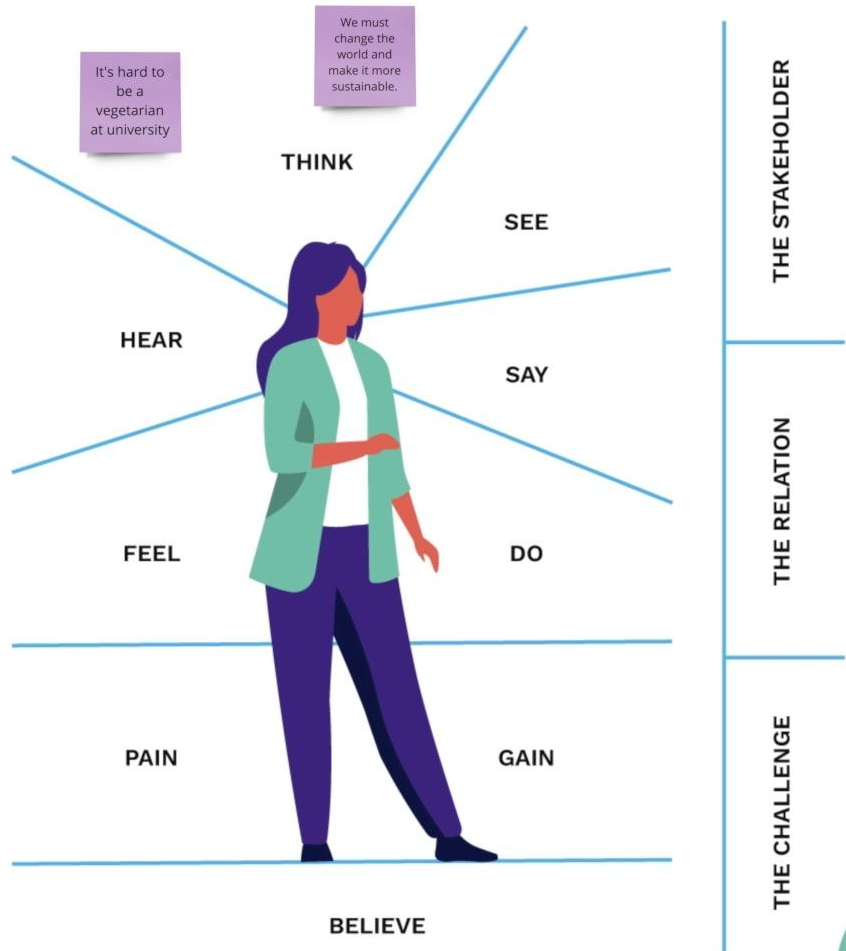
Thinking and responding

The background features a network of interconnected circular nodes. Each node contains a simple line-art icon representing a different concept: a lightbulb, a group of three business professionals, a question mark in a speech bubble, a group of three construction workers, a dollar sign, a factory, a euro sign, a gear, a group of three medical professionals, and a family of four. In the center of the network, a building with a pediment and columns is labeled 'UNIVERSITY'.

THINK (brain)

Empathy Map

Virtual Hackathon

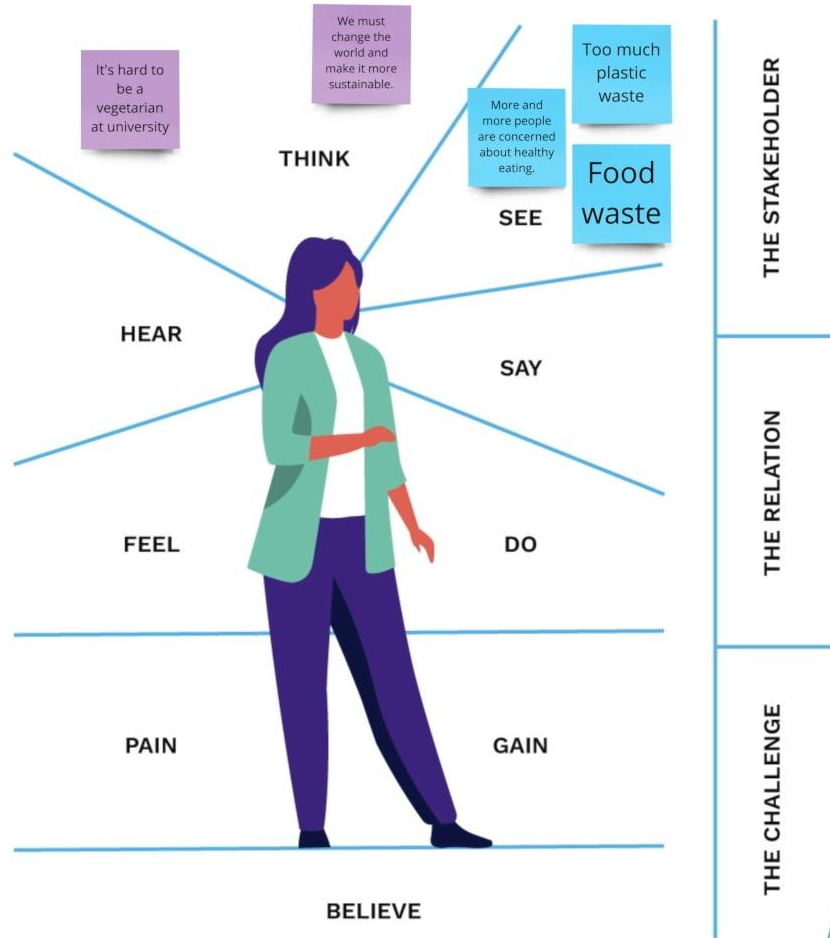


SEE (eyes)



Empathy Map

Virtual Hackathon



It's hard to be a vegetarian at university

We must change the world and make it more sustainable.

More and more people are concerned about healthy eating.

Too much plastic waste

Food waste

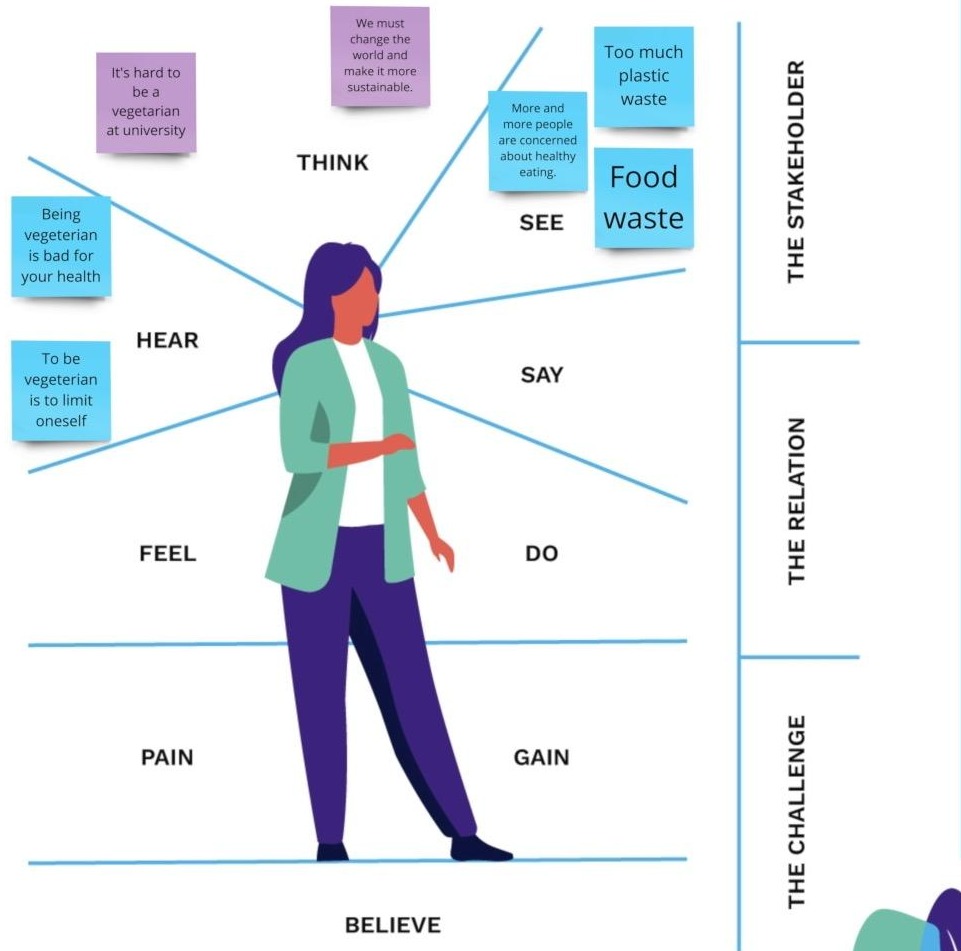


HEAR (ears)



Empathy Map

Virtual Hackathon





SAY **(mouth)**

Empathy Map



THE STAKEHOLDER

THE RELATION

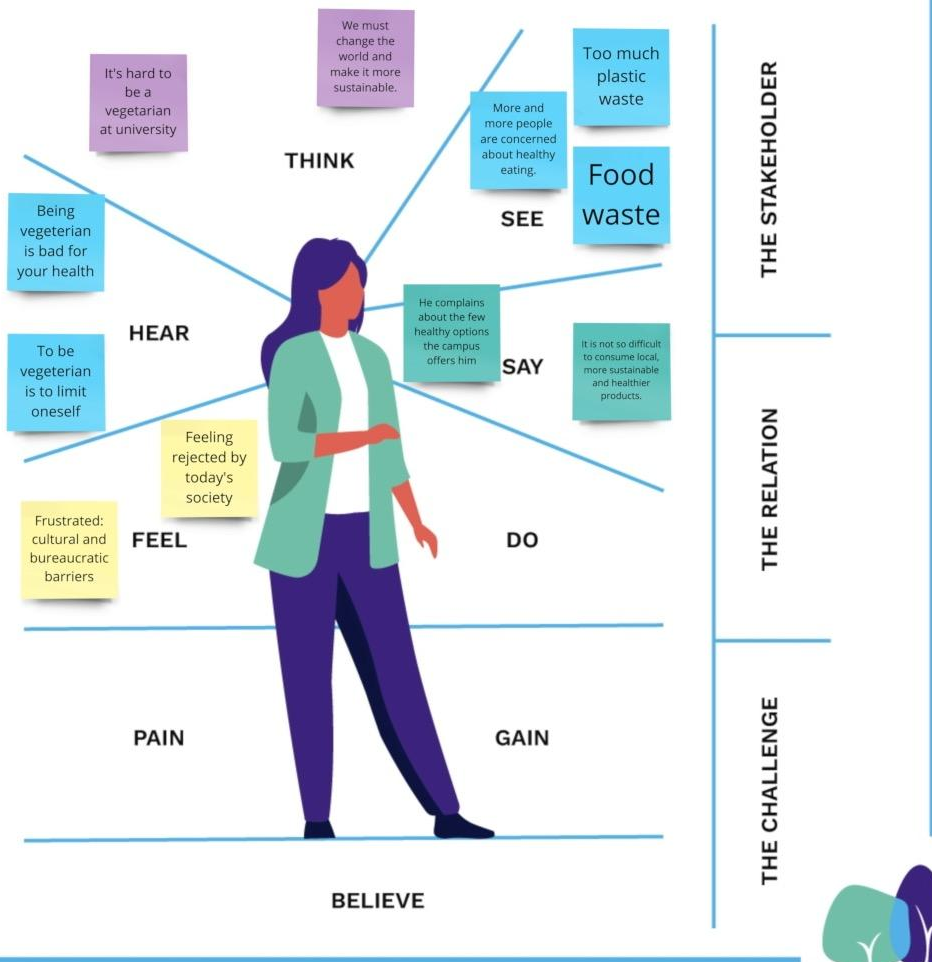
THE CHALLENGE



The background features a network of interconnected circular nodes. Each node contains a simple line-art icon. The icons include: a lightbulb, three business professionals, a question mark in a speech bubble, three people in lab coats, a factory, a Euro symbol (€), a university building with 'UNIVERSITY' written above it, three construction workers, a dollar sign (\$), a gear, and a family of four (two adults and a child).

FEEL (heart)

Empathy Map





DO
(arms/hands)

Empathy Map

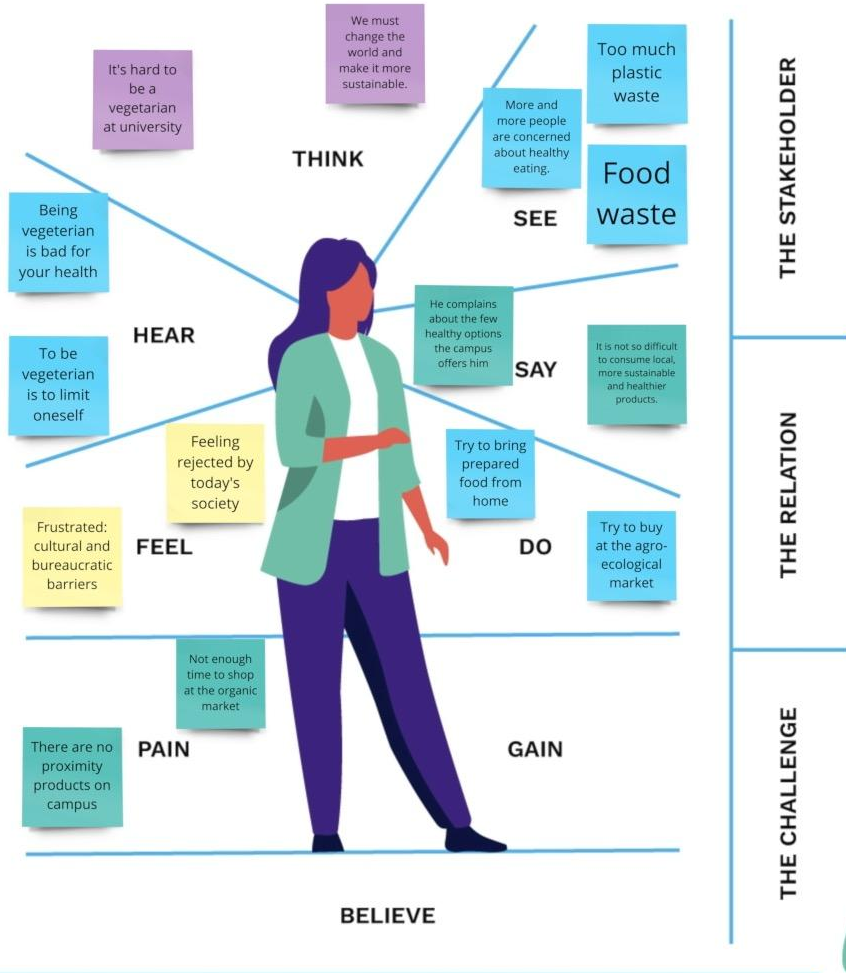


PAIN (back)



Empathy Map

Virtual Hackathon

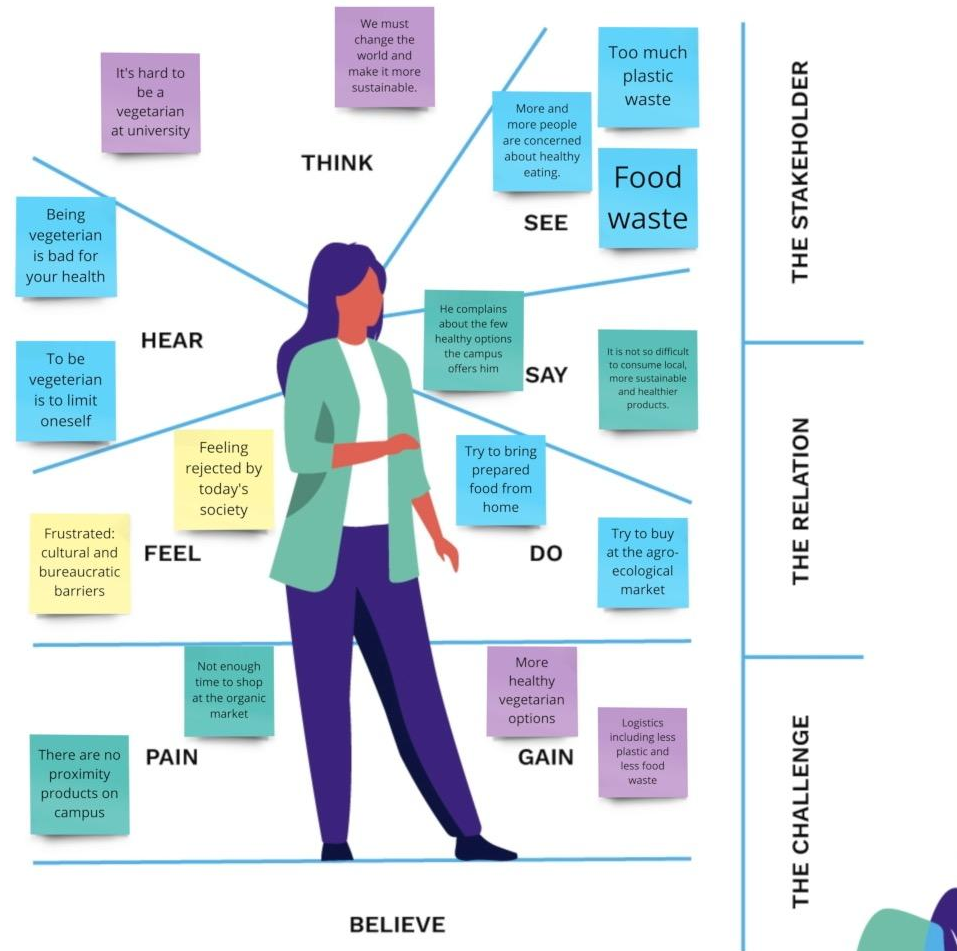


GAIN (legs)



Empathy Map

Virtual Hackathon





BELIEVE **(feet)**

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