

# EMPATHY MAP

## What can I do?

- Represent my culture in a professional setting.
- Take a project management course.
- Empathize with other people.

## How do I feel?

- There is a lot of industry growth.
- The industry has an influx of new Instructional Designers.
- Project team members need to work efficiently.

BE

**Kinesthetic**  
Learner Type

SEE

DO

## What do I do?

- Design instructional curriculum.
- Effectively communicate
- Attend virtual meetings from home office

## What do I know?

- In an evolving industry, it is important to stay current with technology trends.
- Building relationships is a key component with both internal and external stakeholders.
- After the world pandemic, there is an increased demand for Instructional Designers.

KNOW

## Learning Preferences

- Personal development opportunities
- Coaching/mentoring style

## Barriers To Learning

- Time constraints
- Limited amount of qualified people to teach project management



Photo by [Christina@wocintechchat.com](mailto:Christina@wocintechchat.com) on [Unsplash](#)

## Fictional name: Marianna Gonzalez

### Cultural assets, beliefs, and/or identities:

- Raised in Latin neighborhood
- identifies as Latin-American
- cisgender
- heterosexual
- she/her
- attends Catholic church
- most Sundays she has family dinner with her parents, siblings, and their children

### Demographics:

**Age:** 47

**Location:** San Antonio, TX

**Education:** BS, Instructional Design

- First person in her family to attend college
- Raised in blue-collared, middle-class household
- In a three-year relationship with her partner

**Attitudes towards learning:** Learning never ends. We should accept every opportunity for personal development. The goal should be to learn, absorb, grow and pass along our knowledge to those willing to listen.

### Goals and motivations:

- Become the Director of Instructional Design for her employer
- Be a role model for the next generation in her family and community
- Set the company standard for project management

### Technical skills and learning preferences:

- Canvas LMS
- Articulate
- Excel
- prefers to learn by doing

### Social and emotional needs:

- Connect with her team in a genuine way
- Family quality time
- Interact with community members
- Participate in random acts of kindness
- Create memories with her friends

### Anticipated challenges and barriers to the learning experience:

- The more she advances in leadership, the less hands-on opportunities she will receive.
- She has time constraints due to her workload which may limit her professional development opportunities.