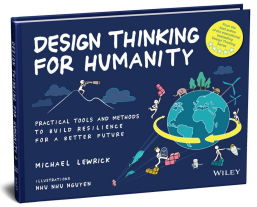
Project:
Team:
Version & Date:

Exponential Empathy Mapping



Lewrick, M.
Design Thinking for Humanity
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Quick guide: Exponential Empathy Mapping is an advanced foresight method for understanding the human experience at scale, moving beyond the classic persona to explore complex, often contradictory impacts.

More tips & tricks on book page: 292

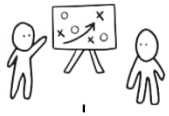
1 Start with the Core Persona Experience (1x)

Begin with a single Future Persona or use one of the Future Persona developed already.

Outline the clear benefits and potential challenges for this one person by answering the following questions:

How do the technologies and societal norms of this future scenario fundamentally rewrite this person's daily routines?
What is their new definition of success (Gains), and what keeps them awake at night in this transformed world (Pains)?
Where exactly does their personal belief system clash with the realities of this future world (Tensions & Contradictions)?

2 Scale to the Community (100x)



What happens when 100 people like this use our solution in the same community?
Explore the new social interactions that emerge.

How do they use it to connect?

How might it create new forms of status or social friction?

3 Scale to the Society (1,000,000x)

What happens when a million people use this solution?
At this scale, new, unpredictable dynamics will emerge.

What power dynamics will shift?

What societal-level harms or benefits were invisible at the individual level?

What power dynamics will shift?

How will people "hack" the system for unforeseen purposes?

4 Reflection & Actions

How must we adapt our current roadmap to design for the 1,000,000x reality rather than just the 1x individual experience?

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