

# Empathy Map

~~Empathy~~ Engaging producers and reporters

Challenge

in an online learning experience that develops insight into key breakthroughs in the learning process.

center your design around learners and their goals. situate your design ideas in real-world learning contexts.

Who are the learners?

- Producers and reporters in the regions
- they feel neglected by, and cut off from training.
- have appreciated "in situ", embedded training, trainers being a part of the ~~day~~ daily work life.
- need individual coaching
- varying levels of experience and needs
- lots of ~~the~~ demand for training.

What breakthroughs will help learners achieve their goals & meet the requirements?

- an online ~~course~~ personal connection to meet their needs, tops into their goals & their world.

What are the learners' goals?

- improve their journalistic skills
  - \* writing
  - \* pitching
  - \* story selection
  - \* finding stories.

What contextual factors impact learning?

What are the requirements and expectations?

- \* Be relevant.
- \* Don't alienate.
- \* Apply knowledge to solutions.
- \* Make their jobs easier.