

Empathy Exercise: Newcomers

Group Exercise

1. Ask everyone to quietly remember something they did for the first time. Close your eyes etc.

2. Invite some/ all to tell the group the memory.

Prompts:

- How did you become aware of it?
- What made you decide to do it?
- How did you get there?
- How did you feel when you got there?
- First things noticed?
- What was it like?
- Did it match expectation?
- What were other people there like?
- How did you feel when you left?
- What did you tell people?

3. Group – discuss common factors, key points?

4. Show 7 Audience Journey Steps,

5. Ask the group to map learning onto a board with the journey map (post-its, Miro etc)

6. Option to talk through common issues identified in “novice theory”

7 Steps User/ Audience Journey

Step	Common Issues identified in Novice Theory
1. Awareness	Publicity may be off-putting or not giving the benefits you need as a newcomer Something you actively seek out
2. Choices and Decisions	Recommendation is extremely important Being accompanied is very important Benefits and motivations are very different
3. Booking Journey/	Likely to inform memory of what happens next Anxiety – not knowing what to expect. How can you make it transparent? Newcomers give up easily: kind of info/language required is different - avoid Jargon
4. Arrival/ first impressions	Heightened awareness of the basics Eg. what to wear. Signage important, see inside. Newcomers/ novices need to fit in. Comfort zones are different. Anxiety antidote for fun Compared to experts like to stand out/ be different and don't care about basics
5. The core Experience	Product/ peripherals (toilets and teas and life-changing) Novices need rocks – familiar hooks – something to hold on to Novices need bridges – connections with what they know The company of experts can be distressing fear ridicule
6. Departure	Was it worth it? Value check. Help people to reflect Important to make people feel wanted/ appreciated (but not hounded)
7. Memory	What sticks in the mind: how can you fortify? Lasting impressions may be of small acute discomfort rather than overall positive experience People memories are fixed by the way they retell.