

# Empathy Map Canvas

Designed for: MnDOT 3r Ave./Stone Arch Bridges

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Version: 1

## 1 WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

- The person who wants to cross the river.
- The person who wants to recreate along the river or participate in events.
- The person who lives and/or works in the area and uses the bridges as connectors for movement of goods and people.
- The person who plans events in the area.

## GOAL

## 2 What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

- Get excited about redesign of 3rd Ave. bridge.
- Plan ahead for detours.
- Plan ahead for impacts on events.
- Learn about the role river crossings play in our economy and culture.

- Multiple constructions projects.
- Amenities worth preserving.
- SAB is iconic part of skyline.
- Electronic communications are more important than print. Soon and frequent.

## 7 What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?

- Multiple construction projects threaten gridlock. Feeling project fatigue.
- Memories of past discussions to not fund the Stone Arch Bridge.
- Disruption to travel.
- Disruption to tourists, photographers, groups who use the Stone Arch Bridge.
- It's getting harder to drive in Downtown Mpls.
- Details of construction timelines are unknown.

### GAINS

What are their wants, needs, hopes and dreams?

- Stone Arch Bridge is iconic.
- Tremendous pride.
- Investments in infrastructure mean economic growth for years to come.
- Investment means preservation of bridges as artwork and history.
- At least detour will be constant for duration of bridge closure.
- Redesign of 3rd Ave. bridge will be safer and more pleasant for bikers, peds.

## 3 What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

## 6 What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

- They hear the left hand doesn't know what the right hand is doing in downtown construction projects.
- They hear MnDOT owns the SAB, or maybe it's the city, or the county, or maybe they don't know.
- They hear there were threats to close the SAB in the past.
- They hear Mpls is not like Flint, Michigan; we take care of our infrastructure.
- They hear historic amenities are worth preserving.

## 4 What do they SAY?

What have we heard them say?  
What can we imagine them saying?

- SAB is "iconic."
- How can the area handle all of these projects at once?
- When will the details be known on detours?
- Why isn't the pedestrian bridge included in the scope?

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

- Seniors lobby for the 3rd Ave. pedestrian staircase to be included in the scope.
- They anticipate alternative routes for crossing the river. They worry about the domino affect of utilities, other construction projects.
- They create unsanctioned park and rides/walk in northeast Mpls to go to work downtown.
- We can imagine them proactively changing their event plans to accommodate a bridge closure for up to two years.
- We can imagine them signing up for project updates to stay current.

What other thoughts and feelings might motivate their behavior?

- Reassurance that construction owners are coordinating efforts, timelines.
- Invitation to engage in and celebrate historic and cultural significance of river crossings.