

# Male Contraceptive Initiative



## Design Thinking Tools & Activities

### Empathy Mapping Worksheet

A large rectangular box divided into four quadrants by two diagonal lines that cross in the center. Each quadrant contains a question related to a person's behavior and feelings regarding male contraception.

**Does?** (How this persona's behavior is influenced by a lack of male contraception)

**Says?** (What this persona would say about male contraception)

**Feels?** (What impact new male contraceptive methods would have on this persona)

**Thinks?** (What future behavior this persona would undertake if new male contraceptive methods were available)

**Challenges** (What does this persona have to overcome?)

**Opportunities** (What about this persona puts it at an advantage?)