

Empathy Map - Tech Community

<p>Actions</p> <p>Alison regularly attends Toronto Meetup event where she finds out about newest practices in the industry and meets other supporters of women in tech and entrepreneurship.</p> <p>Her day is filled with meetings with major clients, stakeholders and partners.</p>	<p>Thinking</p> <p>“How can I use my time effectively and efficiently.”</p> <p>“What is this organization and what do they do? How were they founded?”</p> <p>“How can WhyTech support this organization?”</p> <p>“How can WhyTech benefit from partnering with this organization?”</p> <p>“What are some of WhyTech’s limitations when trying to offer what the community partners are looking for?”</p> <p>“How can I balance sponsors and community partners that we support so that they are fairly involved and represented?”</p> <p>“How does this partnership fit in the broader organization’s goal and partnership criteria and how do the values align?”</p> <p>“What does a successful partnership look like for both parties?”</p>
 <p>Alison Mineta Co-President, Business Development 38 years old Bachelor of Science in Computer Engineering MBA</p>	
<p>Saying</p> <p>“I support those who are working with underrepresented population.”</p> <p>“Diversity and inclusion are my core goals.”</p> <p>“I like all communications to be central in one consistent channel because it’s easier to keep track”</p> <p>“I prefer in-person meetings to calls. I find in-person meetings more effective for co-design.”</p> <p>“What is the expectation or outcome of this community partnership?”</p>	<p>Feeling</p> <p>“I am <i>greatly moved</i> when technology is being used to improve people’s lives.”</p> <p>“Managing many partnerships and meeting their unique needs can be overwhelming.”</p> <p>“I struggle to find out what the community partners are looking for and what their goals are.”</p> <p>“Digging for information such as who to contact and what they have been up to is tiresome.”</p> <p>“Receiving work-related contents in personal email or personal phone number is really annoying.”</p>

Empathy Map - Social Service Provider

Actions	Thinking
<p>Meet and engage with members and organizations in her community by attending local and city-wide events.</p> <p>Represent and advocate for her organization and the services they offer at various “decision-makers’ table”.</p> <p>Researches partnership opportunities within the tech sector, particularly those that match her organization’s goal: to provide greater access to information and services to vulnerable populations.</p> <p>Her day is filled with:</p> <ul style="list-style-type: none"> - Keeping up with existing and potential community partners (over phone, email, in-person meetings) - Organizing, planning, and implementing programs with colleagues and community partners - Collecting data and producing reports to show the value and need for such initiatives 	<p>“To me, an ideal partnership is a shared resource platform, including co-creating programs and content.”</p> <p>“How can we pool our resources and expertise together?”</p> <p>“What is this organization’s mission and values, and does it match ours? I need to know if they authentically want to help others.”</p> <p>“What are the long term goals of this organization? Of our partnership?”</p> <p>“How can I/we empower marginalized people in our community?”</p> <p>“Will we have enough funding and resources for this project?”</p> <p>“What are the legal requirements we have to abide by?”</p> <p>“Change is good and part of the process, but I need the partners to be transparent and keep me updated.”</p> <p>“I hope I can learn more about technological perspectives and solutions.”</p>



Shelly Raven
 Community Engagement Coordinator
 31 years old
 University Degree in Social Services
 M. Ed. in Special Education

Saying	Feeling
<p>“I want to make sure that people are not only aware of what we offer, but that we can offer more. We are here for everyone.”</p> <p>“A partnership will be with you at every step of the way, not just for 1 or 2 events.”</p> <p>“I want to see previous projects an organization has worked on, and data-driven reports that highlight success and lessons learned.”</p> <p>“I want to work collaboratively with partners to find ways we can help vulnerable populations.”</p> <p>“I can get very busy, so maintaining clear communication channels is important to me. Meeting in-person is the most effective, but phone and email also work.”</p> <p>“I don’t know what all the possibilities of mobilizing technology are, but I look forward to it.”</p>	<p>“I feel optimistic and motivated when I find a community partner that is also genuinely passionate about helping others.”</p> <p>“I feel excited to learn about all the ways we can use technology to empower our community members, especially those who are in vulnerable situations.”</p> <p>“I worry about facing a lack of funding and long-term sustainability for our programs.”</p> <p>“I feel frustrated when partners don’t keep me updated on changes.”</p> <p>“I feel happy when I’m able to make a difference in people’s lives.”</p> <p>“I need trust and friendship to develop in our partnerships and with the people we serve.”</p>