

# Transform Empathy Map into prompts

To adapt this for designing a treasure hunt, you'll want to transform the questions into prompts that help you design clues, roles, and player experiences. Here's a modified version of each section tailored to treasure hunt planning:

## **WHO are we designing the treasure hunt for?**

- Who are the participants (age group, interests)?
- What do they need to *accomplish* during the hunt (e.g., solve clues, collaborate)?
- What will success look like (finishing quickly, having fun, learning something)?

## **What do they THINK and FEEL during the hunt?**

- What might challenge or frustrate them (e.g., clues too hard)?
- What would make them feel excited or triumphant?
- What emotional journey do you want to create?

## **What do they SEE?**

- What kind of environment are they in (school, park, city)?
- What visuals will catch their attention (hidden objects, symbols)?
- How can you use the setting to hide or embed clues?

## **What do they HEAR?**

- Are there sound-based clues or background audio to enhance immersion?
- Will they hear instructions, music, or in-character hints?

## **What do they SAY?**

- What kind of dialogue might they have with teammates?
- What language or phrases might they use during clues (coded, rhyming)?
- Can any "in-character" guidance be provided to enrich the theme?

## **What do they DO?**

- What physical or mental tasks will they engage in (running, solving riddles, deciphering maps)?
- How will they move from clue to clue?
- What actions will reinforce the treasure hunt's theme or story?