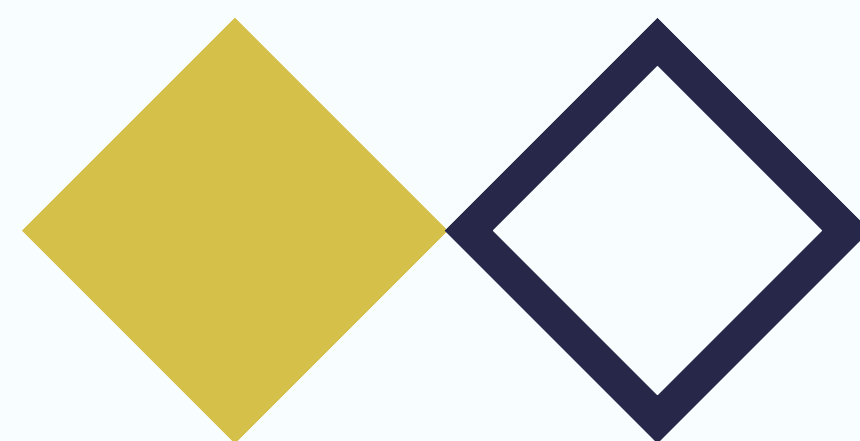


How to: Empathy Map



**The Promise
Scotland**

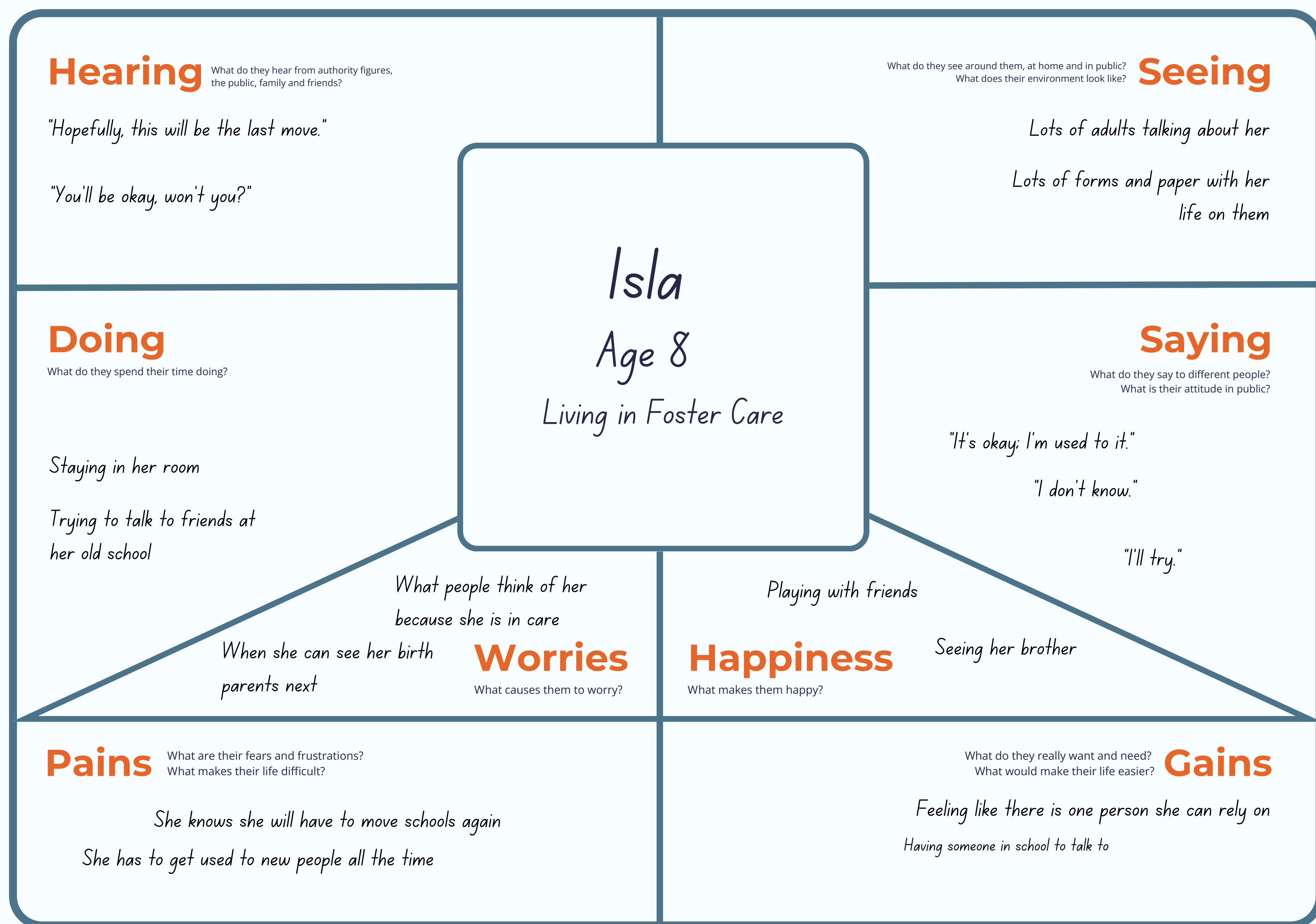
SUPPORTING CHANGE FOR CHILDREN,
FAMILIES & CARE EXPERIENCED ADULTS



Isla's Story

Scotland's Independent Care Review used what it heard from real children and young people to create **composite stories** about the care system. These are stories about fictional people, made up from experiences which actually happened.

Isla's story is one of these. It has been used to create the example Empathy Map below.



Using the Empathy Map

What it's for

Empathy Maps are used for making sense of what an experience might really feel like for a particular person. The same experience might produce quite different feelings and responses for different people.

It's great for helping to quickly make sense of lots of data, and in helping you find patterns that allow you to prioritise what's important.

How it's used

Use what you've learnt through your research to map out what a real or composite person - such as a care experienced teenager - is hearing, seeing, doing and saying.

Pay particular attention to the worries, happiness, pains and gains boxes. These will show you important areas to focus on, and flag assumptions.

Do a different map for different kinds of people— and be clear about the scenario and/or timeframe your maps relate to.

When to use it

The Empathy Map is usually used in the **discover** and **define** stages of the double diamond process. Make sure you update your maps, rather than relying on the same ones for everything because they will become out of date and unrepresentative.

You can use this tool for co-designing with people with lived experience, if it's used with care and support.

Top tip

Use direct quotes from your research to help bring the person's experience to life.

This is especially helpful when you are sharing your map with other people, as quotes help them quickly understand what a person's experience might be.