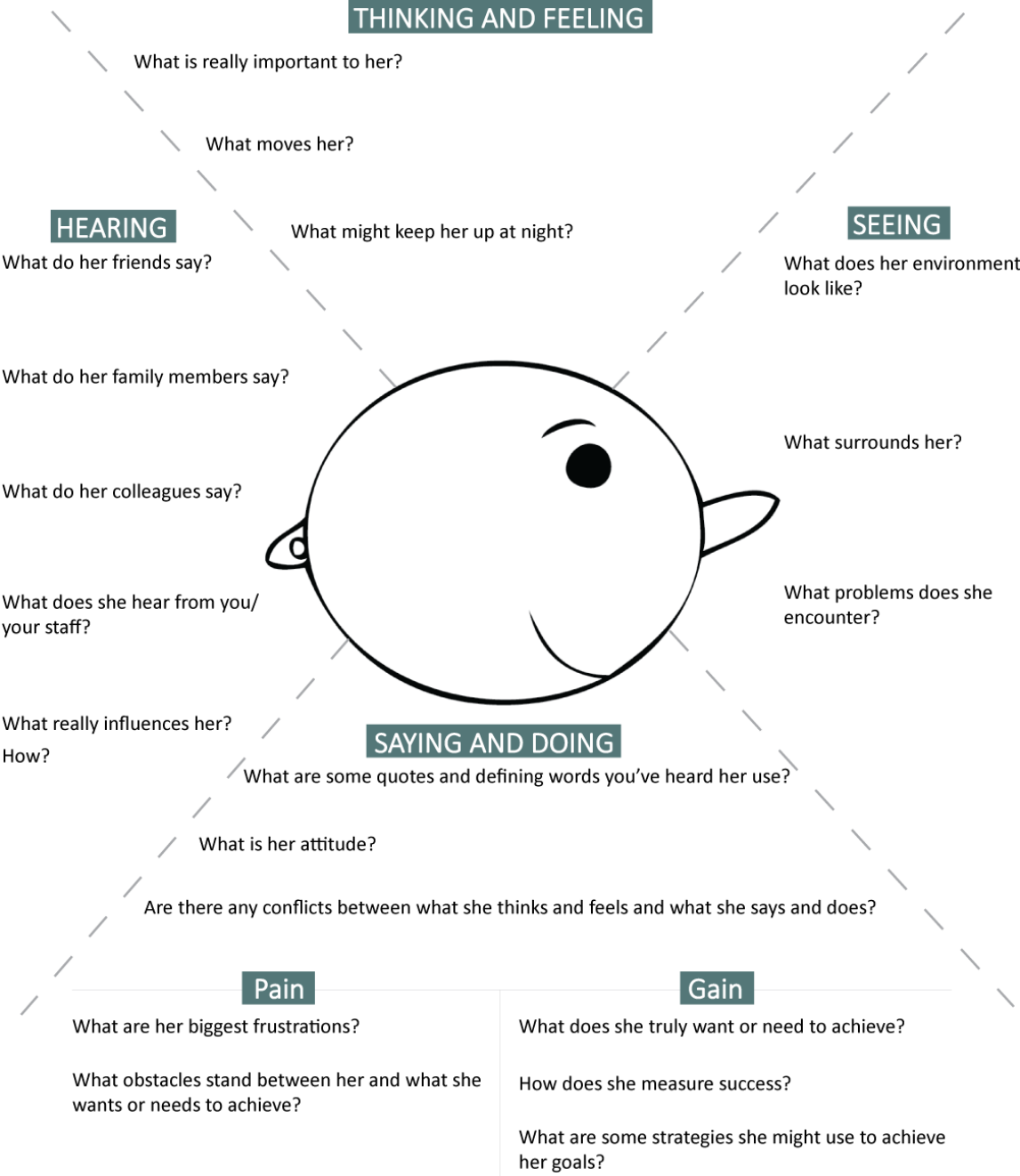


1.2

USING THE EMPATHY MAP*
 CREATE YOUR OWN CASE TOOLKIT EXERCISE

An Empathy Map is a tool designed to help you develop a better understanding of how a family member that you work with now, or have worked with in the past, thinks and feels.

Instructions: Select a family member that you want to include in your case. Read through each of the categories below, and use data and anecdotes to answer the questions about him or her. After you complete the map, think about how this information might be integrated into a case.



*Note: This exercise has been adapted from Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. Hoboken, NJ: John Wiley & Sons, Inc., and Gray, D., Brown, S., & Macanuso, J. (2010). *Gamestorming: A playbook for innovators, rulebreakers, and changemakers*. Sebastopol, CA: O'Reilly Media.