# Empathy Map Template

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| **Persona:** | |
| **Says** | **Thinks** |
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| **Does** | **Feels** |
|  |  |
| **Needs** | **Insights** |
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# Example Empathy Map

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| **Persona:** Based on interview with an African American mother, age 33, on her first experience going through the drug court system for a non-violent drug offense. She is currently enrolled in the diversion program. | |
| **Says** | **Thinks** |
| * “How do I get to the treatment center? I don’t have a car.” * “I can’t afford uber or lyft, and they moved the bus.” * “I didn’t even know where to find a treatment program in my neighborhood.” * “The courts are racist.” * “This program is important to me, I really don’t want to go to jail.” * “I was surprised to get into this program. Everyone says is it’s just for whites.” * “I don’t know where to send my kids when I’m at my appointments. They told me they can’t come anymore.” * “My day job is starting to get angry with me. I can’t lose that one.” * “I’m wearing thin.” * *“*I feel like I can’t ask questions. No one is here to help me.” | * I cannot get to my appointments. There is no transit there. * I just can’t make it to my appointments, and work both jobs, and watch my kids. * I don’t know how much longer I can balance all of these expectations. * There is no one available to help her. * The diversion program is not for African American mothers. * I don’t trust the courts, or this program. I feel discriminated against. |
| **Does** | **Feels** |
| * Frequently misses appointments. * Works two jobs. * Cares for two children as single mother. * Avoids contact with case worker and court as much as possible. * Completes minimum requirements for interaction with program staff. | * Enrollment was frustrating. * Relived she won’t have to go to jail. * Worried about meeting the requirements of the program with all of the challenges in access, etc. * Concerned about time away from work, lost wages, and money spent on childcare. * Free of losing her job * Exhaustion, confusion * Distrusts program staff, as she feels that the justice system discriminates against African Americans * Feels alone, with no support |
| **Needs** | **Insights** |
| * A way to get to appointments * Access to services near her home * Ability to get childcare during appointments * Someone to provide them emotional support * To be treated equally within the system * To have job stability | * They moved the bus stop outside of the 99999 zip code. * Kids aren’t allowed at SUD appointments * There are no SUD services in the 99999 * Says this program is important, but minimally participants because of mistrust of system |