# Empathy Map Template

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| **Persona:**   |
| **Says** | **Thinks** |
|  |  |
| **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.
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| **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
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| **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
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