SOCIAL IMPACT MEASUREMENT WORKSHOP
SECOND SESSION

Presentation subtitle
25/ 10 / 2018

AGENDA

Introduction on Empathy Mapping

Empathy Map & Four Quadrants
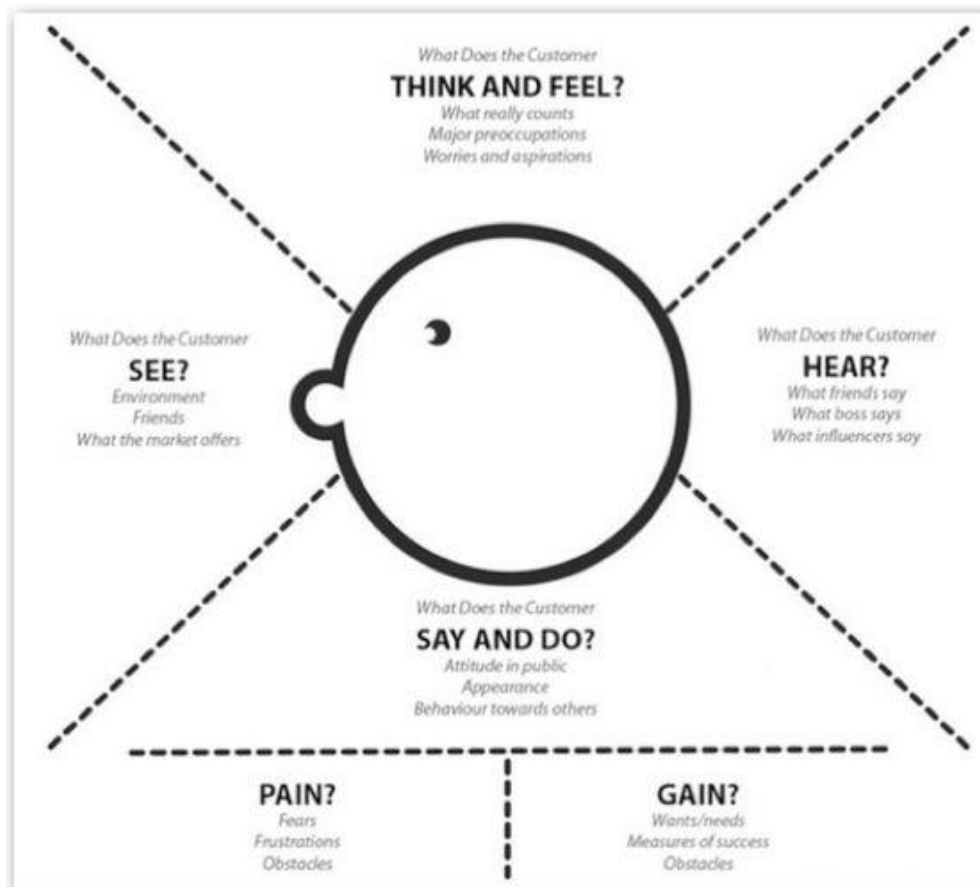
Empathy Mapping Exercises

Impact Strategy

Roadmap and Upcoming

Best Practices

EMPATHY MAPPING

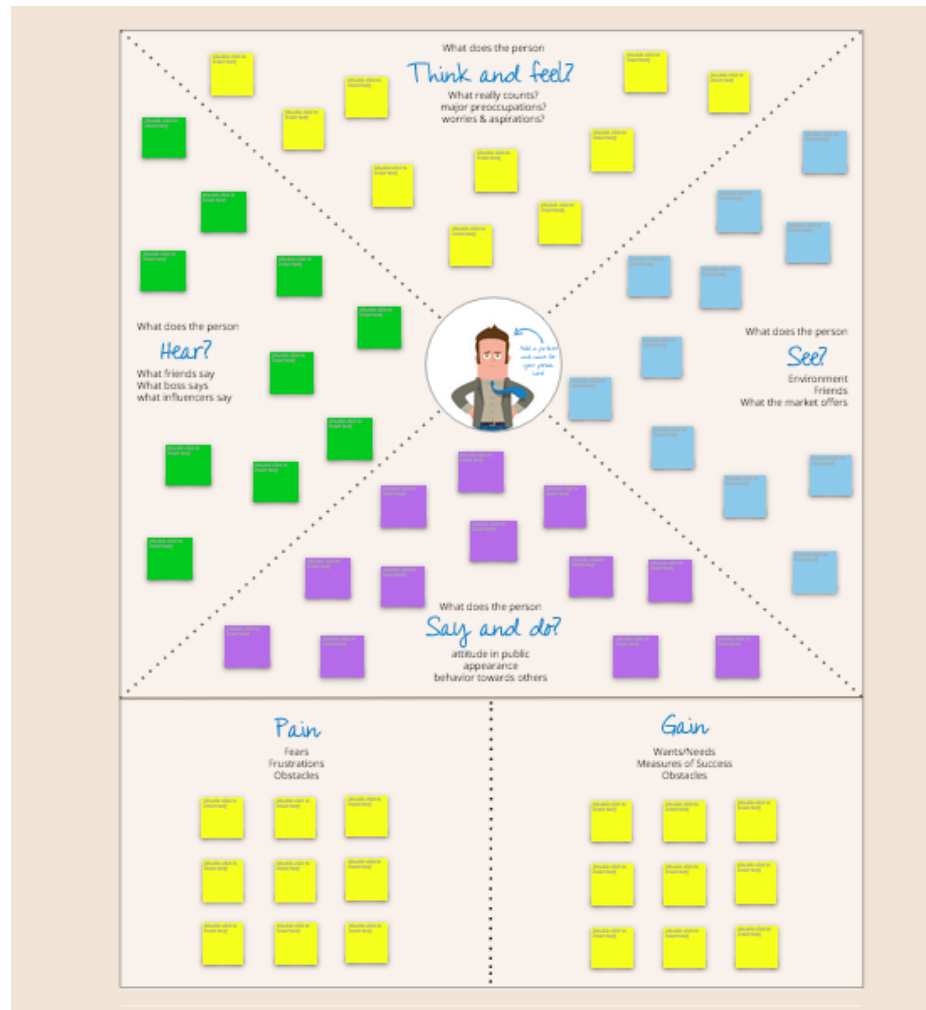# EMPATHY MAPPING

What is empathy?

- Empathy is the ability to identify and understand another person's situation and feelings.
- We often hear the word 'empathy' used as a synonym to 'walking in someone else's shoes.'

What is an empathy map?

- An empathy map is a visualization tool used to articulate what a product team knows about a user.
- This tool helps product teams build a broader understanding of the 'why' behind user needs and wants.
- This tool forces product teams to shift focus from the product they want to build, to the people who will use this product.
- As a team identifies what they know about the user and places this information on a chart, they gain a more holistic view of the user's world and his or her problems, or opportunity space.

EMPATHY MAP

The Empathy Map is a great powerful tool that helps putting yourself inside the head of a person you might be looking
at as a prospective customer or product user. It allows you to quickly grasp their experience and where they are coming from.

An empathy map describes what the user says, thinks, does, and feels.

A typical empathy map includes four quadrants:

Say – What the user says about the product. Ideally, this section contains real quotes from users recorded during interviews or usability testing sessions.

Think – What the user is thinking about when interacting with a product. What occupies the user's thoughts? What matters to the user?

Feel – This section contains information about the user's emotional state. What worries the user? What does the user get excited about? How does the user feel about the experience?

Do – What actions does the user take? What actions and behaviors did you notice?

While the empathy map described above is useful during initial analysis, brainstorming sessions focused on user experience design.

The map contains a different set of categories:

Feelings – How is the user is feeling about the experience? What matters to him or her?

Tasks – What tasks are users trying to complete?

Influences – What people, things, or places may influence how the user acts?

Pain points – What pain points might the user be experiencing that they hope to overcome? What are their fears, frustrations, and anxieties?

EXERCISE -1

EMPATHY MAPPING EXERCISE # 1

Empathy Mapping from key Stakeholder' s perspective

User – Beneficiaries
Thematic Area – SDG # 4
Quality Education

Scenario: Program - Digital Education in Government Schools

Stakeholders:
User A: Students & Teachers
User B: NGO & Support Staff members
User C: Volunteers & CSR Team

Problem Areas: Lack of Teachers
                   Poor Infrastructure

EMPATHY MAPPING EXERCISE # 1

Instructions

1. Teams will work together to fill-in the Empathy Map
2. Team members shall select Category A, B & C respectively
3. Discuss and write Quotes on the Sticky Notes and place them under the four Quadrants
4. Sum up the Findings under Pains – Fears, Frustrations & Obstacles and Gains – Wants, needs & Measures of Success
5. Prepare the Impact Strategy based on the Outcomes

EXERCISE -2

EMPATHY MAPPING EXERCISE # 2

Empathy Mapping from key Stakeholder's perspective

User – Beneficiaries
Thematic Area – SDG # 4 & 8
Quality Education &
Good Jobs & Economic Grow

Scenario: Program – Skills Development - Entrepreneurship Program for Women

Stakeholders:
User A: Beneficiaries – Women in semi – urban areas & rural areas
User B: NGO & Support Staff members
User C: Volunteers & CSR Team

Problem Areas: Lack of Advanced Training Skills
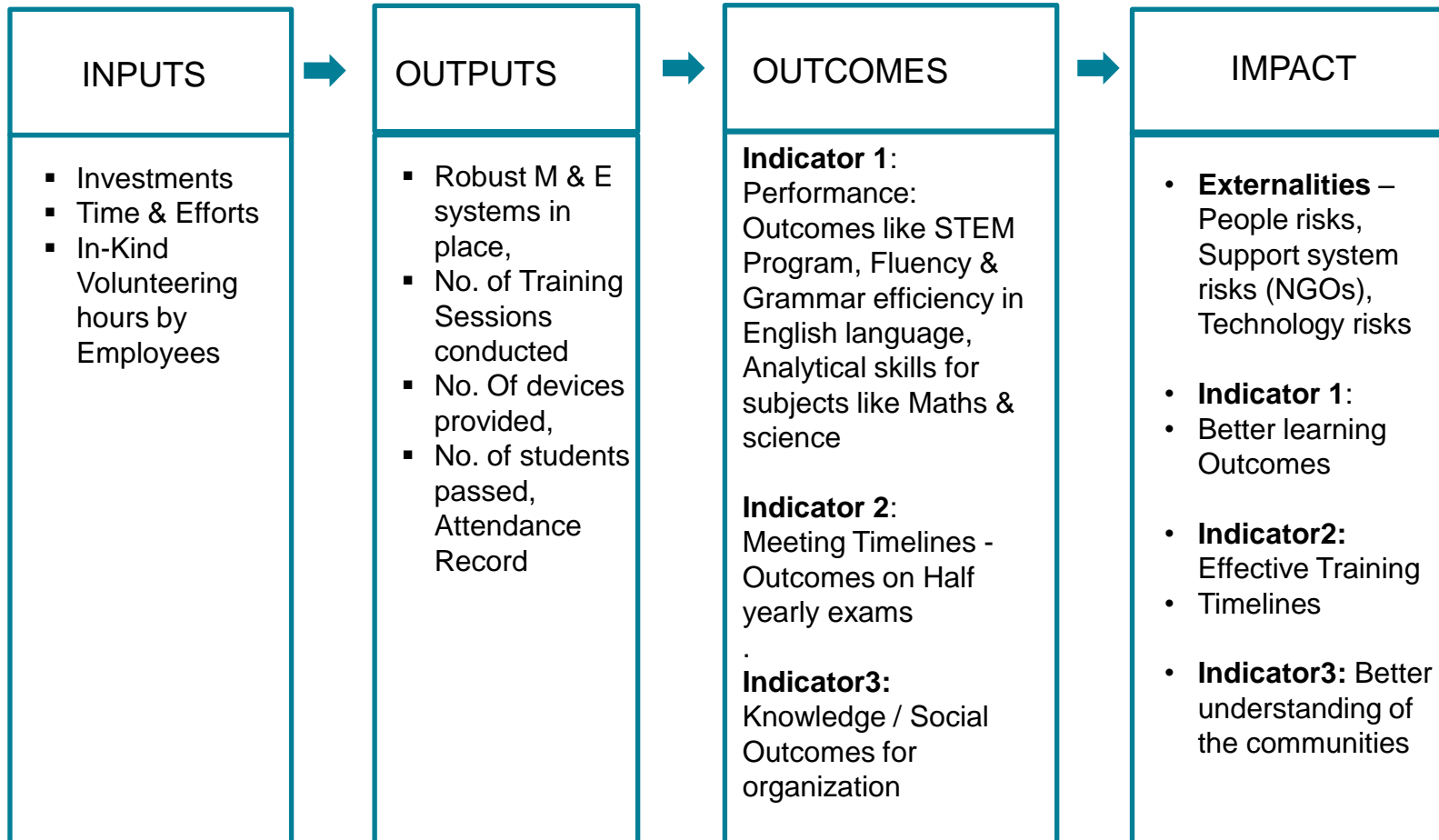Lack of Financial continued Financial Support

EMPATHY MAPPING EXERCISE # 2

Instructions

1. Teams will work together to fill-in the Empathy Map
2. Team members shall select Category A, B & C respectively
3. Discuss and write Quotes on the Sticky Notes and place them under the four Quadrants
4. Sum up the Findings under Pains – Fears, Frustrations & Obstacles and Gains – Wants, needs & Measures of Success
5. Prepare the Impact Strategy based on the Outcomes

IMPACT STRATEGY
SCENARIO: Digital Education in Government Schools

INPUTS	OUTPUTS	OUTCOMES	IMPACT
▪ Investments ▪ Time & Efforts ▪ In-Kind Volunteering hours by Employees	▪ Robust M & E systems in place, ▪ No. of Training Sessions conducted ▪ No. Of devices provided, ▪ No. of students passed, Attendance Record	**Indicator 1**: Performance: Outcomes like STEM Program, Fluency & Grammar efficiency in English language, Analytical skills for subjects like Maths & science **Indicator 2**: Meeting Timelines - Outcomes on Half yearly exams . **Indicator3:** Knowledge / Social Outcomes for organization	• **Externalities** – People risks, Support system risks (NGOs), Technology risks • **Indicator 1**: • Better learning Outcomes • **Indicator2:** Effective Training • Timelines • **Indicator3:** Better understanding of the communities

Roadmap & Upcoming

Scenario # 1: Education - Digital Education in Government schools

Program Duration : 3 Years

[Sum up of the Empathy Mapping Exercise]

Scenario # 2: Skills Development - Skills Development – Entrepreneurship Program for Women

Program Duration : 5 Years

[Sum up of the Empathy Mapping Exercise]

Best Practices

Table-3 Best Practices on Impact Assessment framework of Gates Foundation

Frame expected results with clarity and logic.	Acknowledge the measurement biases	Be pragmatic about using existing data sources	Reduce reporting burdens on the implementation agencies	Support feasibility
Articulate expected results with precision and clarity, as well as plausibly and logically connect results to the theories of action.	Recognize that measurement process is influenced by biases and assumptions. We need to call these out and test them, as appropriate, in the results measurement.	Seek out if needed, use legitimate secondary or alternative data sources where they exist, and when they can serve our needs.	Capture auto reporting through M&E tools and reduce reporting burdens on grantees by aligning our information requests	Any measurement effort needs to be realistic, prudent, and frugal.
Promote methodological appropriateness	Assure propriety	Compare results to a baseline	Seek information on unintended consequences	Reach out for and listen to dissenting voices
The method used should be appropriate to the purpose and context. It applies to both evaluation design and the choice of data collection methods used in any measurement activity. The use of mixed methods often provides a way to capture important information that we cannot get with one method alone.	Strive to assure that measurement is conducted ethically and with due regard for the welfare of those involved, as well as those potentially affected by the results.	Recognize that change can only be assessed in comparison to a starting point and that having a baseline — whether qualitative or quantitative — is an essential first step in our measurement efforts.	Positive and negative results measurement captures both expected and unexpected results. While the purpose-driven measurement recognize there are consequences of any project output we cannot anticipate or predict but are important to understand and consider.	Welcome challenges to our thinking and hope to improve our work by incorporating diverse opinions.

Conclusion

The transition towards impact management, application of lean data, IT tools and solutions shall be adopted with the consideration of the business case, who will use the impact data and how they will be utilised. It is becoming imperative for the huge investments, wider reach of stakeholders and ethically conscious implementors to choose their best impact measurement framework. At the end of day, the wisest choice is not just only effectively capturing the data but also to effectively understand the impact data, who will use them and how one shall use them to improve the outcomes of intervention.

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Best Practices [Education]

Best Practices [Education]

- Each 20-seat, IT-enabled HP WoW vehicle are equipped with HP computing and printing equipment, as well as numerous software suites and e-learning tools.

- On the environment part, HP WoW Vehicles are designed with leading technology to reduce emissions and maximize energy efficiency.

- Each mobile lab is powered by 10 high-efficiency solar panels and battery packs, generating and storing enough power to sustain the lab's daily energy requirements even during cloudy/rainy days.

- As a secondary power source, the vehicle also has a silent generator installed below the deck. Needless to mention, entire vehicle could be connected to direct AC supply wherever available.

- The offering of the vehicle include Digital Literacy Training, EDP Training for youth, E education for students (K-12), Common Citizenship Activities including Aaadhar Card, Ration card, driving license, Land records, Financial Inclusions etc; Video conferencing for specific groups etc.

Saloni - Training for low income women

Best Practices [Skills Development]

- One of the three pillars of our Godrej Good & Green vision for 2020 is around creating a more employable Indian workforce.
- We want to train 1 million rural and urban youth in skills that will enhance their earning potential.
- So, we are working in collaboration with the government, NGOs and social enterprises to design and run a number of different employability training programmes.
- These include training in beauty and hair care, sales and rural entrepreneurship. The focus of the programmes is to improve the earning potential of our graduates, through skill building.
- 21 partners, 185 centers across 17 Indian states.
- Impacted 40,185 rural and urban women across India.
- Close to 75% of Saloni graduates work as freelancers or micro entrepreneurs.

SUSTAINABLE
SQUARE

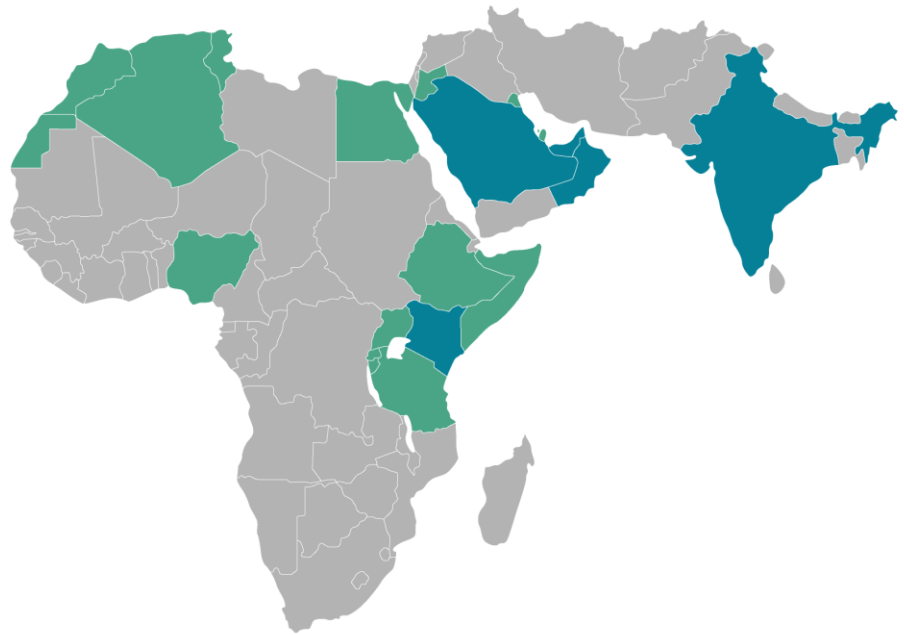**Head Office**
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Thank You

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