

DIGITAL SOCIAL IMPACT



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Empathy Map Canvas

Description

EMPATHY MAP CANVAS

Empathy is the human ability to identify and understand another person's situation, including the emotions that they are experiencing. As the name suggests, an empathy map is a tool that can help you build empathy with your end users. In the context of Digital Social Impact course design, it can be used to define social impact problems for individuals and communities and better understand their pains.

[Course Configurator](#) > [Step 1: Design](#)

Best used for

Finding local social impact challenges to solve

Time to introduce this activity in lecture / Time to run this activity

15 min / 30 min

In the context of Digital Social Impact courses and learning activities

Potential tool for lecturers to figure out possible areas to tackle with students

Main Target Group

Lectures, Students and Local Communities

Potential tools for digitising this activity

Breakout rooms in Teams, Zoom, with a Miro/Mural board, Gather town

Additional Resources

[Xplane Empathy Map Canvas Guidelines](#)

[Empathy Map Canvas on Mural](#)

Step by Step

1 Start with the GOAL section, by defining WHO will be the subject of the Empathy Map and a goal: something they need to DO. This should be framed in terms of an observable behavior.

2 Once you have clarified the goal, work your way clockwise around the canvas, until you have covered Seeing, Saying, Doing, and Hearing. The reason for this is that the process of focusing on observable phenomena (Things that they see, say, do and hear) is like walking a mile in their shoes. It gives us a chance to imagine what their experience might be like, to give us a sense of what it “feels like to be them.”

3 Only AFTER you have made the circuit of outside elements do you focus on what’s going on inside their head. The large head in the center is one of the most important aspects of the map’s design.

4 As you/your students learn more about the who you are empathising with i.e. the beneficiaries of the digital social impact course, revisit your empathy map canvas and update it with your new learnings and insights. It is a powerful tool to use in the design phase which can be used across Delivery and Reflection too.



Changeboards

Description

Changeboards

Changeboards is a visualisation tool that can be used to support and structure the development, evaluation and communication of social impact projects.

[Course Configurator](#) > [Step 2: Deliver](#)

Best used for

Ideation and validation.

In the context of Digital Social Impact courses and learning activities

Getting new insights into the challenge from different perspectives can help the students get another take and feeling for their project

Main Target Group

Students.

Potential tools for digitising this activity

Could be done via an online call/breakout rooms

Additional Resources

[Learn more about Changeboards Activity approach from the University of Copenhagen](#)

Step by Step

1 Getting started. changeboard idea. Changeboards typically visualises six user scenarios that, when combined, create the change scenario of the concept. In order to create Changeboards please answer the following questions:

Target group: Who is the target group (users) and what characterises them?

Need: What does the target group need solved? Why is it important for this group to have it solved? What is the purpose of the concept?

Solution: How does the concept solve the problem of the target group? What is the concept's core experience? Why is the concept's core experience relevant for the target group?

Benefits for the target group: What are the particular benefits for the target group (users)? Why is the target group interested in your particular concept? Does the target group have a reason to return to your concept?

Benefits for customers: What are the particular benefits for the client/customer? Why is your concept better than other similar concepts?

2 For the students to satisfactorily answer the above questions they need to work visually with storytelling scenarios, because the visualisations can reveal the atmosphere, challenges and beliefs much more clearly than words. Please use the template in the column to the right on this page.

1. Scenario – visualise the target group as a typical user.
2. Scenario – visualise the user's need.
3. Scenario – visualise a solution that suits the need.
4. Scenario – visualise the user's use of the solution.
5. Scenario – visualise how the user benefits from the solution.
6. Scenario – visualise the significant changes and consequences that the solution has on the user's daily life.



Theory of Change

Description

Theory of Change

Theory of change is the **continuous process of reflection** to explore change, how it happens, and the importance of changes in a particular environment, sector, and group of people.

[Course Configurator](#) > [Step 3: Reflect](#)

Best used for

Change/Impact planning, also Change/Impact Reflection

In the context of Digital Social Impact courses and learning activities

A theory of change is often developed during the planning stage but can also be useful for monitoring and evaluation. A good theory of change can help to: develop better Key Evaluation Questions, identify key indicators for monitoring, identify gaps in available data, prioritize additional data collection, and provide a structure for data analysis and reporting.

Depending on the timing, a theory of change can be used to anticipate what will happen, and establish data collection processes to track changes going forward, or used to make sense of what has happened and the data that have already been collected.

A theory of change can provide a framework for a “performance story” – a coherent narrative about how the intervention makes particular contributions. This can be useful for communicating about the intervention to potential partners, participants and policymakers, and for also providing a consistent point of reference for those involved in implementing and managing it.

Main Target Group

Educators/Digital Social Impact Course or Project Facilitators

Potential tools for digitising this activity

Can be done online via tools like [Miro](#)

Additional Resources

[Theory of Change as profiled by the Evaluation Hub NZ](#)

[Theory of Change as profiled by the Better Evaluations](#)

[Miro Template for Theory of Change](#)

[Prezi Results Chain Theory of Change Template](#)

Step by Step

1 There is no single way to create a Theory of Change. A simple way to complete a theory of change involves the following: First, focus on the **Need/Assumptions** – what is the problem we as educators are trying to address? What are the assumptions sitting behind the programme, project or initiative we are planning or have implemented?

2 Next you need to focus on **Inputs** – if you are at the Design stage, what resources are you/your organisation investing? If you are at the Reflection stage, what resources did you invest? Were more required than anticipated?

3 **Outputs/Activities** – what are we going to do with the resources or what did we do?

4 Finally, you must consider the **Outcomes** – what difference we are hoping to make/have made in the short, medium and long term?