

EXAMPLE

Empathy map: Maria

<p>What does she think and feel?</p> <ul style="list-style-type: none"> • Worried about mobility and health • Lonely after losing her spouse • Proud of her family and heritage • Frustrated of mobility limitations due to arthritis 	<p>What does she hear?</p> <ul style="list-style-type: none"> • Children worried for her well-being • Health advice from doctors • News about the local community • Friends and neighbours conversations
<p>What does she see?</p> <ul style="list-style-type: none"> • Children and grandchildren growing up • Parents and mother-in-law who need care • Friends engaged in social activities • Beautiful landscapes of Vigo during walks 	<p>What she says and what she does?</p> <ul style="list-style-type: none"> • Sharing her cooking with family and friends • Taking care of her elderly parents and mother-in-law • Walking and Nordic walking • Engages in her community's life, when possible
<p>What are her pains?</p> <ul style="list-style-type: none"> • Loneliness and social isolation • Limited mobility due to arthritis • Struggles to stay in touch with loved ones who are far away • Local cultural activities are targeted towards young people and tourists 	<p>What are her gains?</p> <ul style="list-style-type: none"> • Stays active • Maintains a sense of purpose • Stays in touch with loved ones and neighbours • Engages in hobbies and pleasant activities

To design valuable cultural activities for Maria, you need to address her pains and emphasise her gains. This way you will tailor the activity to her specific needs and desires. Here's how you can create value for Maria based on her pains and gains:

Addressing pains:

- Loneliness and social isolation: Offer activities that will enable Maria to make connections with others. Encourage her to participate in local events, where she can make new friends and expand her social network.
- Mobility limitations due to arthritis: Offer information about exercise, therapy, and tools that can help Maria manage arthritis and stay active. Propose events which accommodate people with limited mobility.
- Struggles to stay in touch with loved ones who are far away: Introduce Maria to user-friendly communication tools or platforms which will enable her to stay in touch more easily. Offer support by using social media and other communication channels.
- Participating in cultural life: Offer activities which involve maintaining cultural heritage.

Emphasising gains:

- Staying active and healthy: Offer activities and events promoting physical and mental health, for example gentle healthy cooking workshops. Encourage Maria to explore new hobbies or interests which align with her values and her love for local cuisine and Galician language
- Maintaining a sense of purpose: Help Maria find opportunities for volunteering or social involvement where her knowledge of Galician cuisine, history, and language can make a difference in the lives of others.
- Staying in touch with loved ones and neighbours: Organise activities which bring people together and strengthen community bonds. Encourage Maria to invite her loved ones to these activities.
- Engaging in hobbies and pleasant activities: Offer various activities, events, and workshops that align with Maria's interests and values. This will help her remain engaged, happy and fulfilled on a daily basis.

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Co-funded by the
Erasmus+ Programme
of the European Union



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