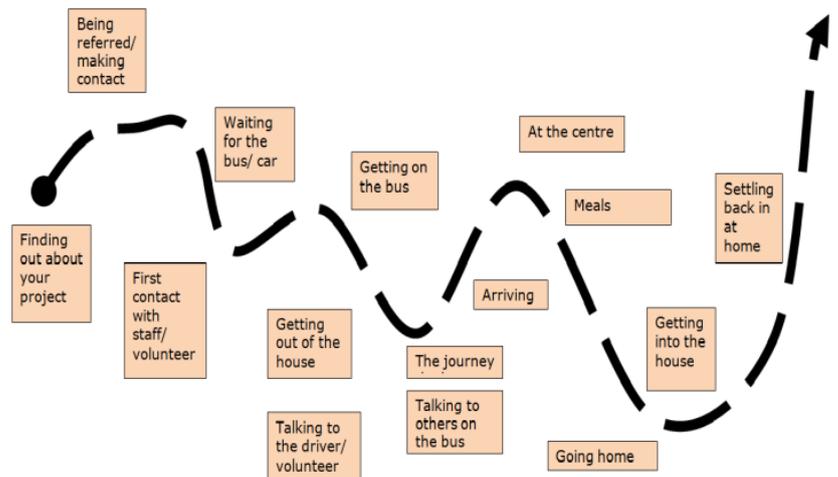


# Evaluation Method: Emotional Touchpoints

## Overview

This is used to identify key points in people’s experiences of services. It is then used to prompt feedback or stories from service users. It can also act as a framework for collecting stories.



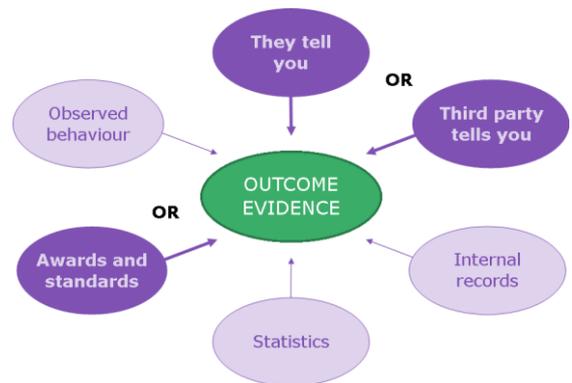
## What’s required

Paper and pens to create your own set of touchpoints for your service. You might do this by first mapping the way people find out about and use your service, or people’s journey in relation to their issue. See [Mapping the journey](#) method sheet.

These are then presented in a simple form for service users.

## Process

Ask people to pick one or more touchpoint to talk about. Ask them to tell you about their experience and how it made them feel. Or you might ask them to pick either a negative or positive emotion caused by one of these touchpoints and explain what made them feel this way.

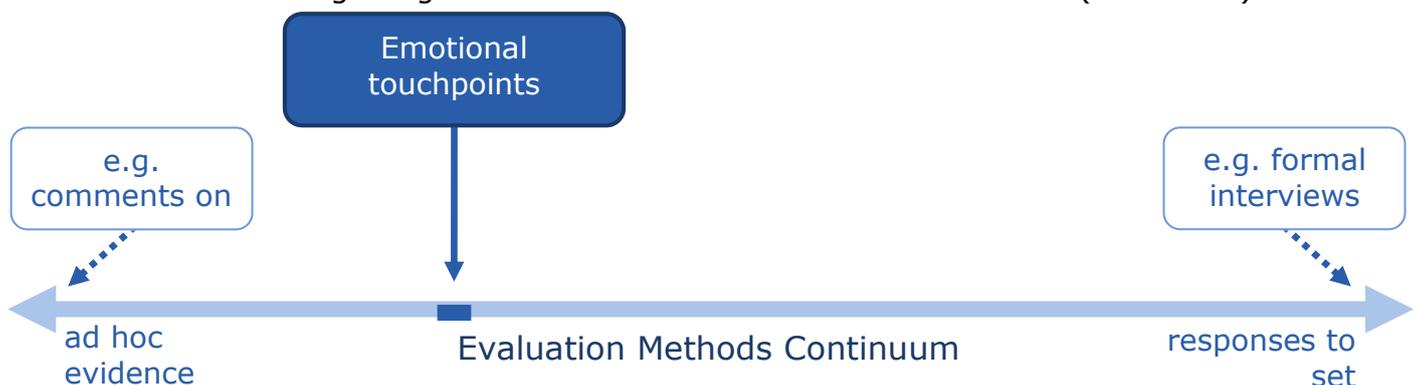


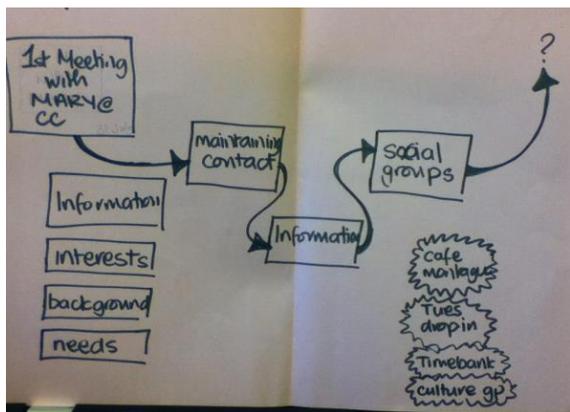
## Capturing evidence

Make a note of the touchpoint picked and any emotions mentioned. Then record their words as accurately as you can.

## Useful for

Understanding what’s important to people about the way they are treated or how services are working for them. It’s a way of going beyond ‘its fine’ comments and getting more detailed feedback about what works (or doesn’t).





## Example with thanks to Pilmeny Development Project

MK: "This is a diagram of the points of contact you have had with Community Connecting; do any of these points stand out for you?"

Touchpoint: 1. Meeting Jason - volunteer

N: "Getting the delta walker was good and Jason was excellent, he was very protective. Having him to practice with

the delta gave me confidence. He was such a nice caring boy. My bathtub plug chain had come undone, I just mentioned it and when we came back that afternoon he said let me have a look and he sorted it out.

My goal is to get down to the shop. I feel that I am making a bit of progress and when the weather is a wee bit better I will go to the shop. I wouldn't want to get on the bus now and it gets me down not being able to get on the bus...I do use taxis. I can get the taxi when I want now I have the Attendance Allowance and that's why I am able to go to see Oliver. I am pleased about going to see Oliver."

## Other ways of presenting touchpoints



Using pictures: these could be put on one page or cut up into cards.

Adapted from Compassionate Care programme by Napier University. More [here](#)