

Evaluation Method: Service Use Map

Overview

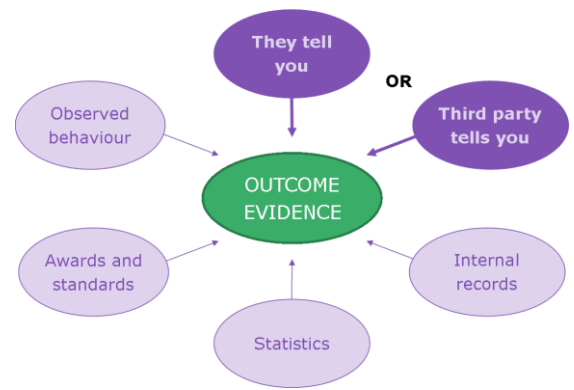
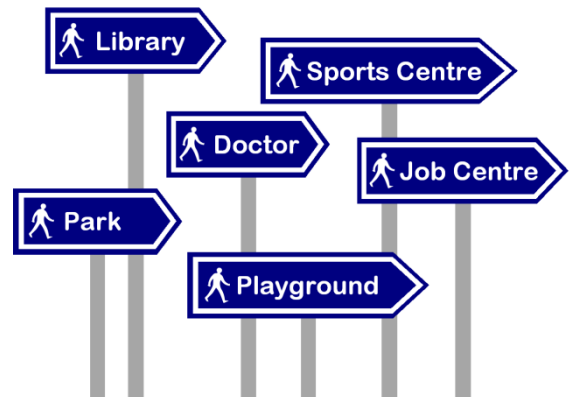
Image based tool designed to find out about people’s interaction with their environment or local services.

What’s required

Paper copies of the map or blank paper for self-generated maps. Open space if the map is room based rather than paper based.

Process

- Hand out the tool to participants or give clear expectations of how you would like them to produce their own area maps.
- Participants put a tick, coloured image (as with the example tool overleaf) sticky dot or other marking to indicate the places they go or services they use.
- Facilitator then has the option of investigating responses with further questions to understand participants’ attitudes, feelings, perceptions etc.

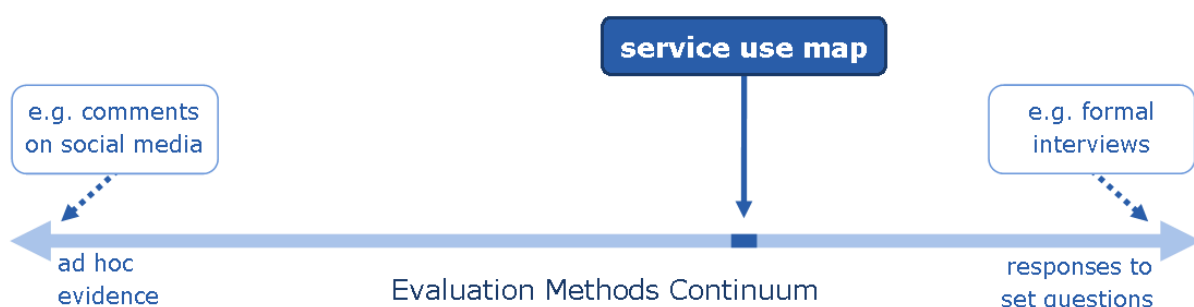


Capturing evidence

Straightforward if using a paper tool. With other types of service use map you may need photographs of the tools produced or make notes on responses.

Useful for

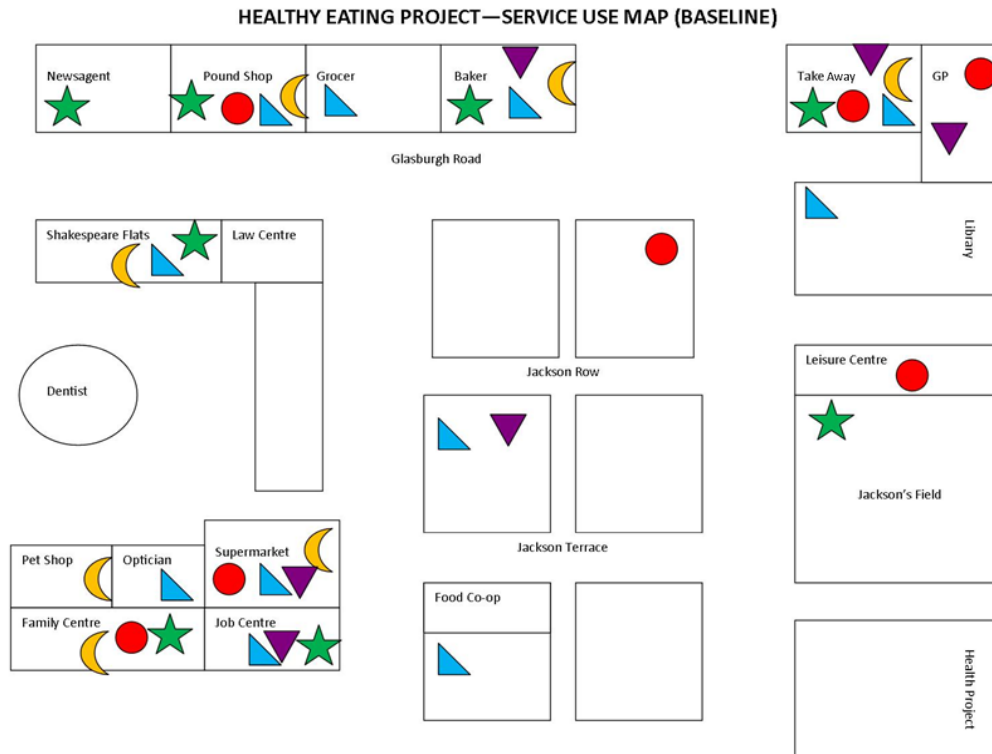
- People with limited literacy or language differences.
- Involving people in a simple, accessible way.
- Getting quantitative and qualitative information.
- Encouraging creativity and imagination.
- Providing evidence of unexpected outcomes.



Example

Healthy Eating Project Service Use Map

Each shape represents a specific individual (★, ●, etc)



HEALTHY EATING PROJECT—SERVICE USE MAP (FOLLOW-UP)

