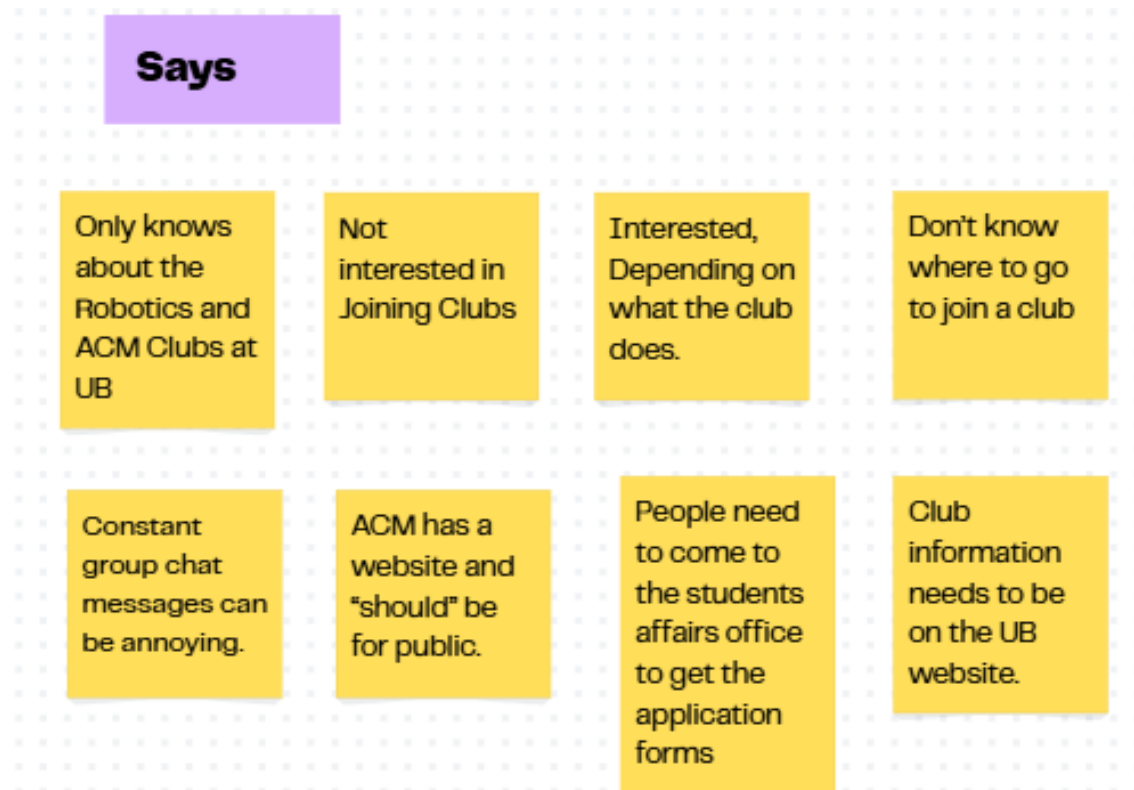


Needfinding Results

The empathy map was used to gather information on the interviewees' FEEL, DO, SAY, and THINK.



Does

Look around
UB website
for
information

Ask other
students

Use
whatsapp for
updates

Manually follow
up with
members to
confirm if a
club is still
active.

Attend
orientation or
club fairs

Keep club
contact
information
updated

Thinks

Don't know
enough about
the clubs to
be interested

If I knew
more about
the club, I
might join

I wish there
was a chat
separate for
updates than for
conversations

I think the UB
Clubs are
treated like a
separate entity
from UB.

Some have
websites but
need more
publicity

I think the
application
forms need
to be online.

It will be
easier to
manage
applications if
everything is
in one place.

Feels

Confused
Hearing about
multiple UB
Clubs

Lost when
speaking
about UB
clubs

Confident to
ask anyone

Annoyed by
constant
messaging in
group chat

Overloaded
with student
club support
tasks

Overwhelmed
with club
management
logistics.

There is not enough participation due to the lack of interest or insufficient knowledge about what is happening. Students don't have much flexibility or leeway in participating in club events.