

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

"I have appiled to many companies by visiting their branches and giving a hard copy of my CV"

"I have high GPA and did a good graduation project"

"I have created a profile in most of the job seeking websites and uploaded my CV there"

"I think that getting work all depends on connections and not really on how good you are"

The student does not believe that getting a job depends on his/ her skills or GPA. He/ she believes that connections with people will get you

there.

pay money for the hiring agencies in order to get a job.

The student

doesn't want to

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

Thinks

The student hates the government support given for fresh gradutes

The student did not choose a major in the university based on the future job opportunities or their preference.



The student was not energic enough to explore new ways of find in and applying for job.

The student was frustrated from the hiring agencies who asks for money in order to provide job contracts.

The student wanted a easy way to get hired.

The student believes that high school GPA and the project is what is all needed to qualify for a

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Share template feedback



What behavior have we observed? What can we imagine them doing?

There was no

change to do

observations.



