

Empathy Map

Says

Wants a place for everything in one spot

Often short on time or funds

Need more funding, but it is competitive and sometimes restricted

Resources should be accessible, credible, and relevant

There is no time to work on strategy building

Thinks

Where can I find relevant info?

How can I find things faster and more efficiently?

How do I find and write a grants?

I want to make a bigger impact

I wish we had more partnerships and collaborations

Does

Visiting many different websites before finding the info they need

Spends too much time finding the needed information

Individuals have multiple jobs and roles

Misses out on important info if not able to attend seminars or webinars

Having to create an account or get a subscription

Feels

Excited: to help their community

Stressed: with how much time it takes to find the needed info

Frustrated: with the lack of Saskatchewan related recourses

Overwhelmed: with many different tasks

Confused: information can be be unclear or irrelevant