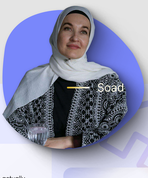
Empathy Maps



Soad

Says

- I need someone who actually knows what they're doing.
- If I don't keep calling, they won't show up at all.
- I don't want to argue over money every time!
- A trust-worthy female worker would be a brilliant idea!

Feels

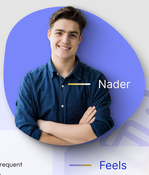
- Stressed about handymen not showing up on time or needing constant reminders.
- Anxious about being scammed.
- Desperate for a simple, trustworthy solution.
- Frustrated by overpriced services that don't include spare parts.

Thinks

- Finding a trustworthy handyman is exhausting. I wish there were female workers.
- I hate overpaying for poor service.
- I need a way to compare prices before hiring.
- Why can't they arrive on time?

Does

- Calls handymen instead of messaging.
- Asks for referrals from family and friends.
- Complains about lateness and vague pricing.
- Complains to family and friends about bad experiences with handymen.



Nader

Says

- Plumbing is the most frequent issue in my apartment.
- I struggle with scheduling repairs due to my class schedule.
- Some handymen overcharge or do poor-quality work.
- I've been scammed before by paying upfront.

Feels

- Isolated and unsupported when the landlord doesn't help.
- Stressed and anxious about recurring household maintenance problems.
- Disappointed by poor service quality.
- Relieved when finding an affordable and trustworthy handyman.

Thinks

- Worried about the cost of repairs and potential scams.
- Frustrated by the lack of punctuality from handymen.
- Concerned about missing classes or study time due to repair appointments.
- Wishing for a more reliable and efficient way to handle maintenance issues.

Does

- Contacts the landlord first for assistance.
- Asks friends and neighbors for handyman recommendations.
- Attempts minor fixes independently to avoid costs.
- Joins student forums or groups for support and advice.

Amaal

Says

- I love helping elderly people, but I don't always know who needs help
- It's hard to find consistent caregiving work, and I worry about earning enough money.
- It would be great if there were an easier way to connect with families who need caregiving.
- I just want clear job details so I can focus on providing the best care possible.

Feels

- Overwhelmed trying to balance her demanding nursing job with additional caregiving opportunities.
- Stressed by the financial uncertainty caused by inconsistent job opportunities
- Frustrated by the difficulty of finding people who need help.

Thinks

- I wish there were a way to find elderly care opportunities without relying on word-of-mouth.
- It would be helpful if families could provide clear instructions upfront.
- Maybe I should check online or ask other volunteers if they know of a platform for this

Does

- Asks colleagues and friends if they know of elderly people who need care.
- Tries to organize her schedule so she can be a caregiver when she finds opportunities.
- Searches for ways to connect with families in need of elderly care but hasn't found a reliable solution yet.

Jalal

Says

- I need someone who actually knows what they're doing.
- Prices need to be clear from the start so I'm not taken advantage of in the end.
- I can't waste my time waiting or dealing with complaints from clients.
- The faster I finish work, the more opportunities I have for new jobs.

Feels

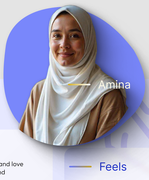
- Worried about his reputation and the possibility of issues arising with clients due to poor communication.
- Feels stressed about setting prices, sometimes unsure of what he should charge.
- Feels the need for tools that help him organize his work and prioritize tasks more clearly.

Thinks

- I need to work with clients who respect the time I spend on jobs.
- How can I ensure I'm getting the right amount for the work I provide?
- Why do clients keep being late? I can't finish my work on time.

Does

- Communicates directly with clients via phone to set convenient and agreed-upon appointments.
- Asks friends and family for referrals to find new clients.
- Often talks with other professionals about the issues he faces with clients and how to improve his service.



Amina

Says

- I'm proud of my work and love seeing homes clean and organized.
- I need a stable job with reliable clients.
- Last-minute cancellations mess up my schedule and waste my time.
- Delayed payments make things difficult for me.

Feels

- Undervalued when her hard work isn't properly appreciated or compensated.
- Stressed about not having a stable income or predictable work schedule.
- Hopeful that she can find a platform to provide consistent work and fair pay.
- Anxious about safety when working in unfamiliar homes.

Thinks

- Will I get paid on time, or will I have to chase payments again?
- I need a more reliable way to find work instead of just word-of-mouth.
- I wish I had more control over my schedule.
- If I could find a stable job with fair wages, my life would be so much easier.

Does

- Relies on word-of-mouth recommendations to find new jobs.
- Tries to provide excellent service to maintain her reputation and gain long-term clients.
- Follows up with employers about delayed payments.
- Constantly adjusts her schedule due to last-minute cancellations.