

Empathy Map

Hear?

I hear my peers complain about having degrees but being stuck in minimum wage jobs.
I hear the news about the unemployment rate.
I hear about the widening disparity between the rich and middle class.

Think and Feel?

I feel terrified that I'm going to be saddled with \$100,000 of debt and still be making just above minimum wage.

I feel exhausted much of the time between work and school and hope it's worth it.

College Student
Josh



See?

I currently work with a staff in which 30% of the people have college degrees. We make slightly above minimum wage. I wonder if I'm doing the right thing.

Say and Do?

Say: I'm not sure this is going to be worth it because there are limited jobs available.

Do: I stay in school.

Problem Statement

Josh is considering leaving school due to the high cost of tuition, is not convinced he will get a desirable job, and sees peers who have graduated college that are working side by side with him with similar wages.

Pain?

Accruing debt without a guaranteed future
I don't have any time to myself

Gain?

I enjoy school
This will provide some sort of security down the line for me