Empathy Map Canvas

Skill / Job Recommender Application

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Feeling Depressed and Left Behind
- Job Seeking Anxiety and Fear
- Confused about future
- Where Should I Start?
- What to do next in life?
- What is my passion?

What do they HEAR?
what friends say
what boss say
what influencers say

- Wasting too much time
- You are not fit for this job
- Follow your passion

What do they SEE?
environment
friends
what the market offers

- Others are Happy and Successful in their life
- Don't know about the Job Options that match their skillset
- Friends got placed in top companies
- Feeling Useless when compared to other students

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Checks the websites for any job opportunities of their skillset
- Ask Friends
- Apply for random jobs
- Look for job opportunities

PAIN
fears
frustrations
obstacles

- Confused about their skillsets
- Feeling of lost their career

GAIN
"wants" / needs
measures of success
obstacles

- Success in career
- Feeling happy to do their job

DREAM JOB