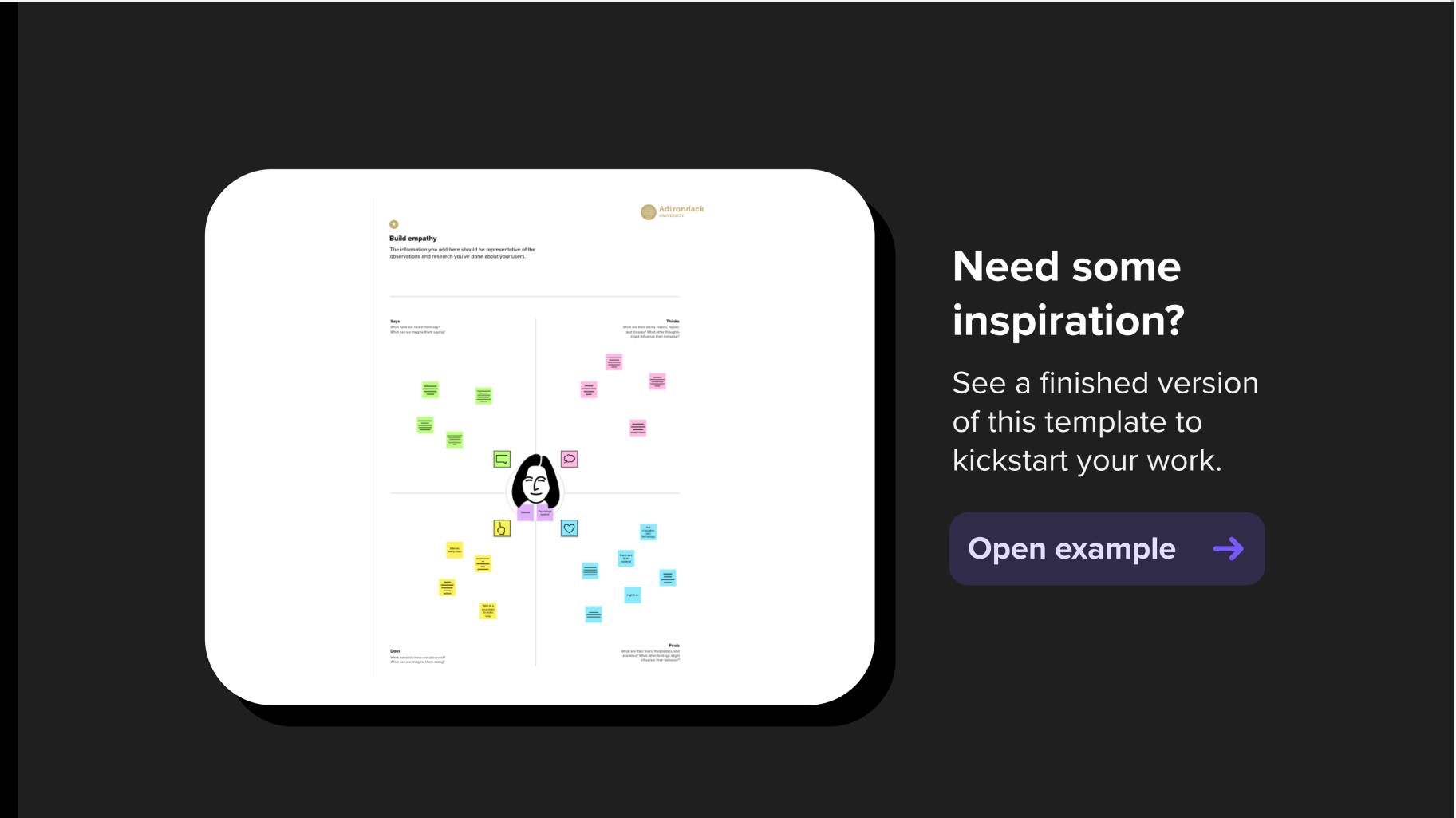


Empathy map

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 are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? WANTS " I wish there was a "To streamline the job " I wish there was a way to track my way to see which jobs application process, to application status i've applied to and without having to stay organized and on when. it's easy to constantly follow up forget " top of application with the company " deadlines, to recive timely feedback from employers" " I wish there was " I hope my apllication Time constraints: an easier way to didn't get lost in the keep track of all my "Users may be in a hurry system" job applications " to submit their applications or review

TRACKING SYSYTEM "Searches for job "Inputting details openings, submits about job job applications, applications, such as and wait for the job tittle responses from ,company, and potential employers" application status" "Checking the status of their job applications and reciveing "Rewing notifications for any updates or changes" feedback and tips on how to improve their job Does applications " What behavior have we observed? What can we imagine them doing?

streamline their hiring processes in order to candidates, which could impact how they use the save money on recruitment and system and what onboarding expenses" features they prioritize" APPLICATION "Worried about "Overwhelmed by the missing out on job search process opportunities or and the amount of applications they've not hearing back submittrd" from companies" "Anxious about the uncertainity of the job search process" **Feels** What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Thinks

HOPES

"To find a job that alingns

with there skills and

interests, to learn more

about the job market and

available opportunities, to

improve their chances of

landing a job"

PRESSURE TO REDUCE COSTS :...

"Some companies may

be looking for way to

