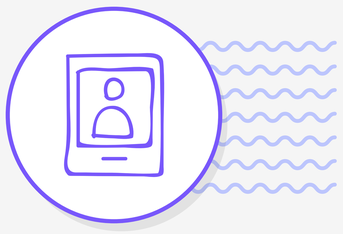
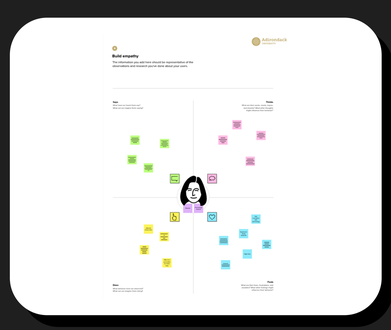
Template



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.

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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 can we magine them saying?

1

" I wish there was a way to track my application status without having to constantly follow up with the company "

" I wish there was a way to see which jobs i've applied to and when. it's easy to forget "

2

" I wish there was an easier way to keep track of all my job applications "

" I hope my apllication didn't get lost in the system"

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

WANTS

" To streamline the job application process,to stay organized and on top of application deadlines , to recive timely feedback from employers"

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"

Time constraints :

"Users may be in a hurry to submit their applications or review candidates , which could impact how they use the system and what features they prioritize"

PRESSURE TO REDUCE COSTS :...

"Some companies may be looking for way to streamline their hiring processes in order to save money on recruitment and onboarding expenses"

JOB APPLICATION TRACKING SYSYTEM

1

"Searches for job openings , submits job applications , and wait for responses from potential employers"

2

"Inputting details about job applications, such as the job tittle ,company , and application status"

"Checking the status of their job applications and reciveing notifications for any updates or changes"

"Rewing feedback and tips on how to improve their job applications "

"Overwhelmed by the job search process and the amount of applications they've submittrd"

"Worried about missing out on opportunities or not hearing back from companies"

"Anxious about the uncertainity of the job search process"

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?