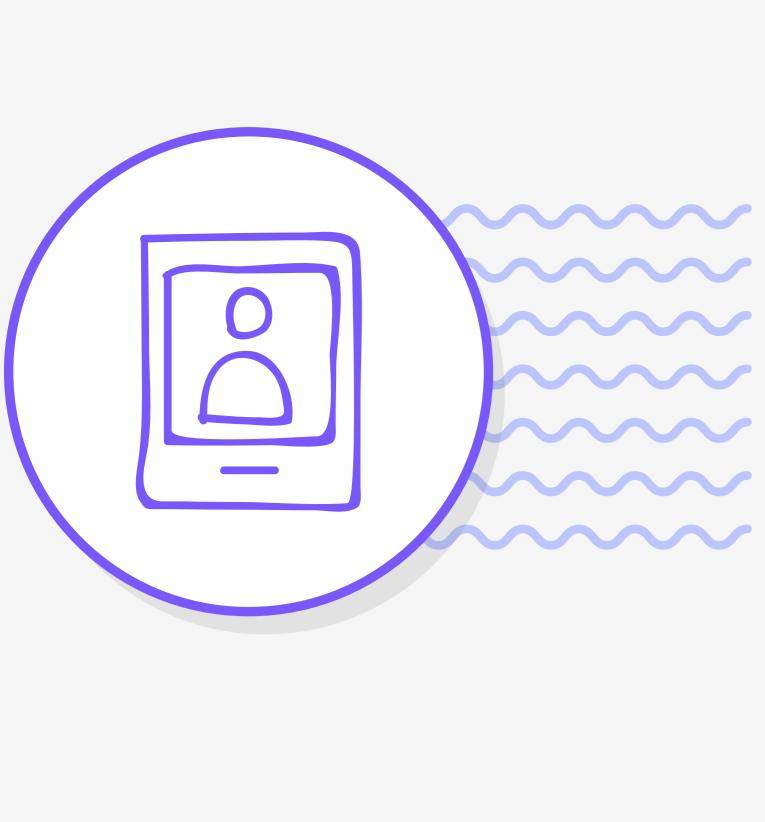
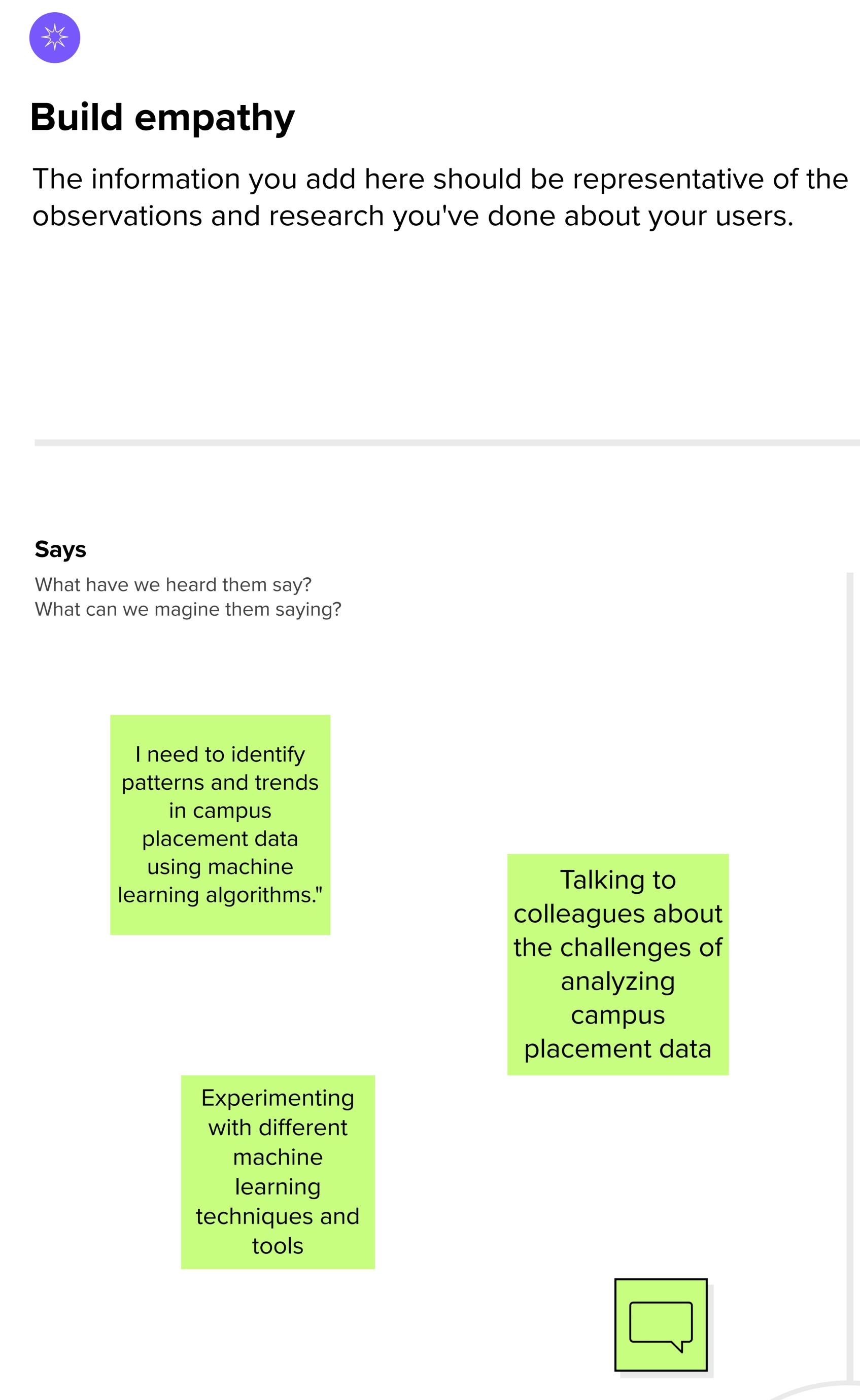


## Empathy map

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.





**Thinks** What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? "Machine learning could help us uncover insights we might miss otherwise" "There's so much data to sift through, it's overwhelming" Anxious about making good hiring decisions Curious about what insights they might

learning models and techniques Collaborating with colleagues to refine the model and interpret the results

What behavior have we observed?

What can we imagine them doing?

**Does** 

Researching

various

machine

Asking questions to clarify the meaning of the data and the accuracy of the model

Frustrated by the amount of data they have to process

 $\sim$ 

We need to

identify patterns

in our campus

placement data

to make better

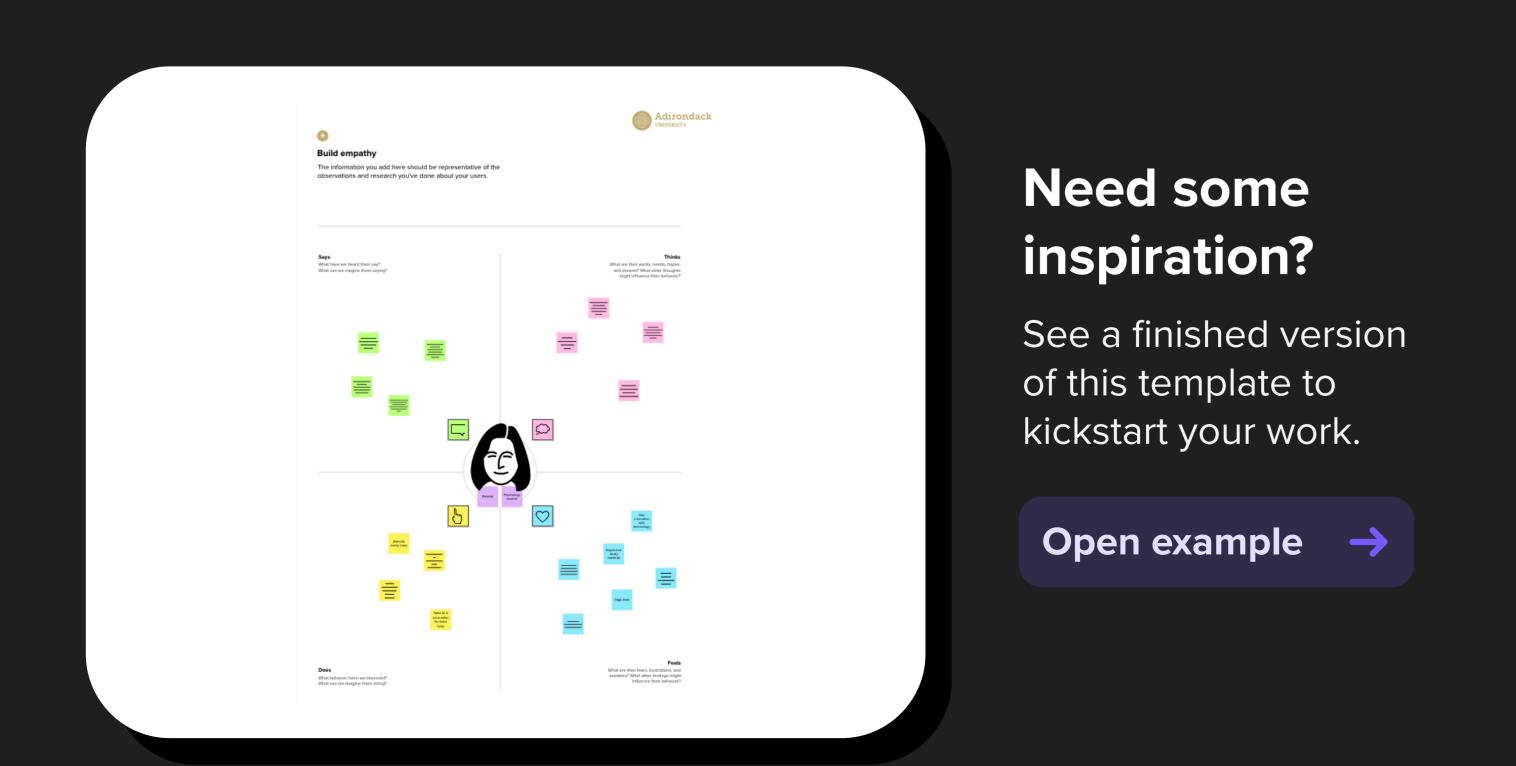
hiring decisions

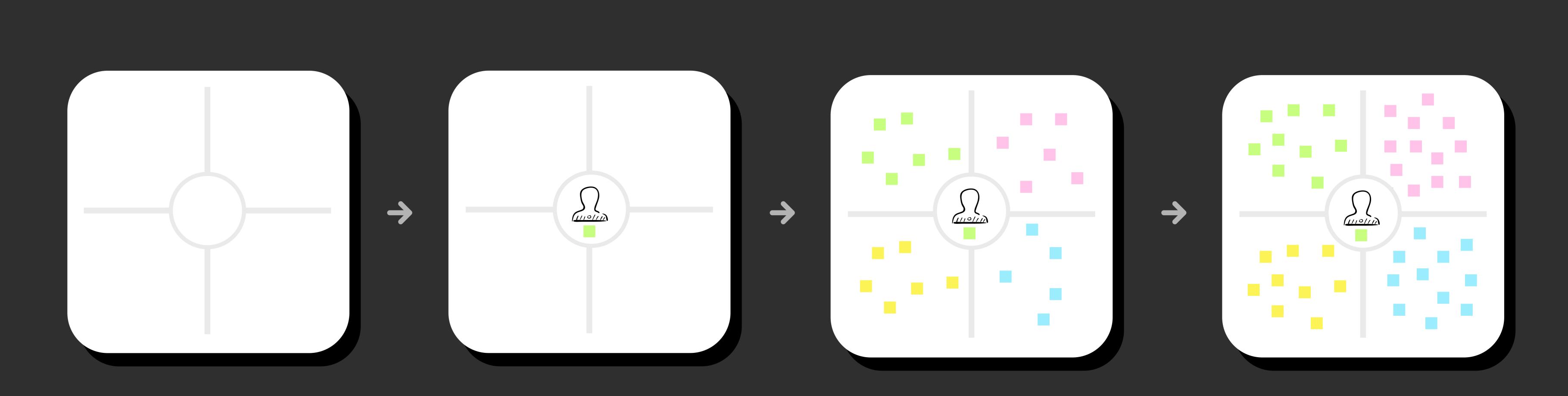
uncover using machine learning

## **Feels**

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







identifying

patterns and

trends in campus

placement data

using machine

learning