

2.1 EMPATHY MAP

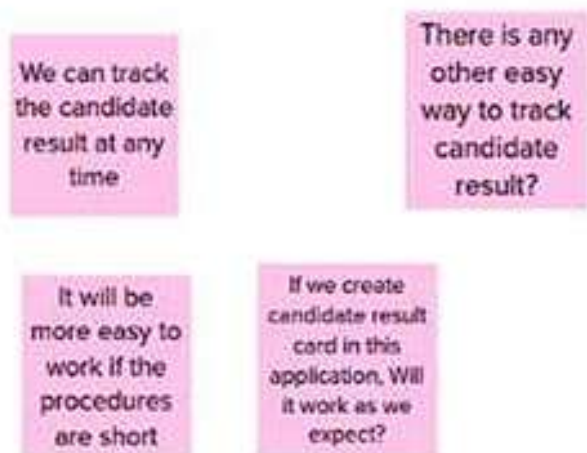
Says

What have we heard them say?
What can we imagine them saying?



Thinks

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



Implementing CRM for result tracking of a candidate with internal marks



Do some research if there is any better ways to create result card?

Check the reviews about the app

Study the procedures before tracking

Discuss with the management for more details



I expect more features

Is it safe?

What if we can't modify candidate data?

If we made any mistake Can we rechange the details after creating the result card?

It feels easy to track candidate result comparing with other ways

It feels reliable

Feels

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

What behavior have we observed?