

Empathy Map - Jamie Wilson

Team : Uxcel

Project : Chill & Chai

See (What does Jamie see?)

- A busy college life filled with people but not always feeling connected.
- Friends engaging on social media and meeting new people through apps.
- Events and social gatherings in the city but struggles to find the right company.
- News and stories about the risks of meeting strangers.

Say & Do (What does Jamie say and do?)

- Talks about wanting to expand their social circle and meet new people.
- Uses apps and social media to stay connected but feels it's not enough.
- Expresses concerns about safety when meeting new people.
- Sometimes hesitates to initiate conversations but enjoys socializing when comfortable.

Think & Feel (What does Jamie think and feel?)

- Feels lonely at times despite being outgoing.
- Worries about safety and trust when meeting new people.
- Enjoys socializing but sometimes experiences social anxiety.
- Values diversity and wants meaningful connections rather than just casual encounters.

Hear (What does Jamie hear?)

- Friends talking about their social experiences and fun outings.
- Stories of both positive and negative experiences with meeting new people online.
- Encouragement from people to explore the city and make new connections.
- Discussions about balancing studies, work, and social life.

Key Takeaways for the App Design

- ✓ User Needs: A safe, easy-to-use platform that helps users find and meet like-minded people.
- ✓ Pain Points: Safety concerns, time constraints, and occasional social anxiety.
- ✓ Opportunities: Features like verified users, interest-based matching, and an easy scheduling system could help Jamie feel more comfortable using the app.