

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.

Thinks Says What have we heard them say? What are their wants, needs, hopes, it is important to What can we magine them saying? and dreams? What other thoughts keep track of the might influence their behavior? number of we need to companies visiting understand the the campus and the preferences of number of students Are they students when it confident or getting placed comes to the job anxious? roles and industries they are interested in we need to Are they analyze the hopeful or doubtful? What are the reasons why thoughts that are some students going through the are not getting minds of the students during the placed What are the students placements saying to themselves and process? other during the placement process? Are they Do they have a expressing their fears and concerns of their hopes clear idea of and aspirations? Are they what they want asking for help or support? or are they confused? Identifying patterns and trends in campus placement data using machine learning Conduct surveys and feedback sessions to gather Concerned information from about the students and placement recruiters. rates of students. Analyze the Collect and analyze data Hopeful that they Curious to know related to the number of feedback received can identify areas companies visiting the the reasons from recruiters to of improvement campus, the number of behind the understand their and enhance the students placed, and preferences of expectations and the types of job roles placement students and requirements. and industries students process. recruiters. are interested in. **Feels** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

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