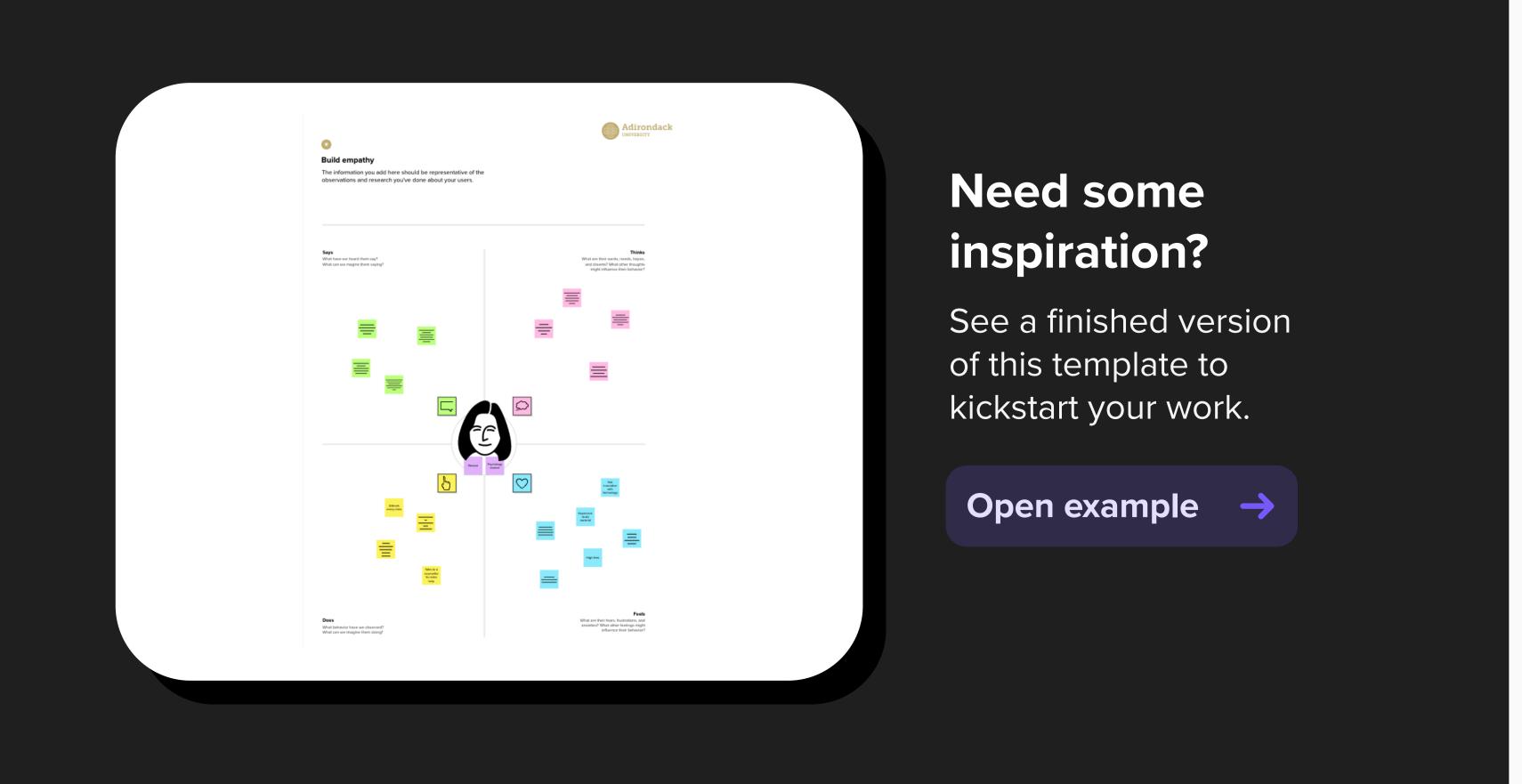
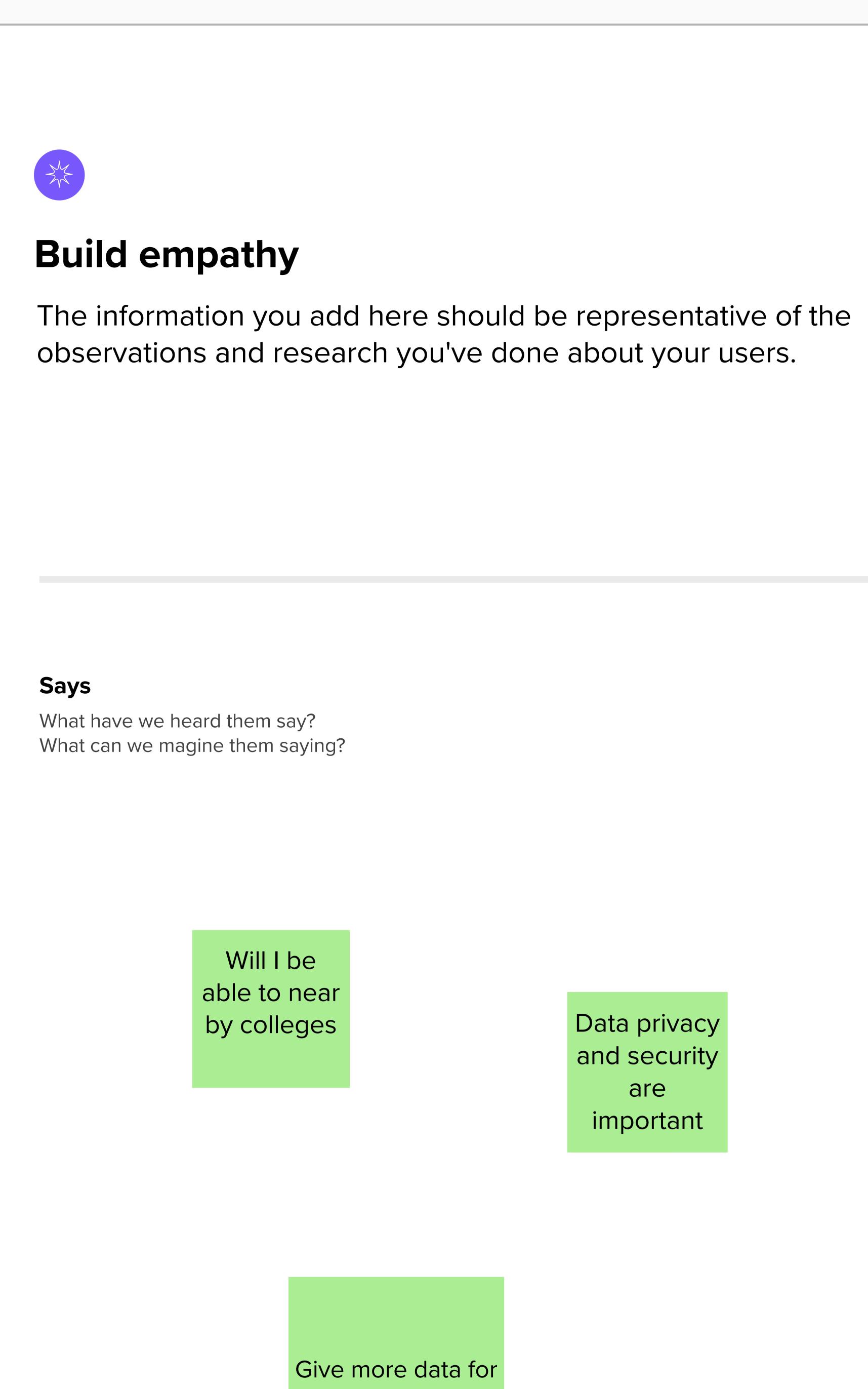


Empathy map

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.







decision making Student Observing and providing feedback and suggestions

> Skeptical and hesistant to get involved

Does

What behavior have we observed?

What can we imagine them doing?

Actively involved in the development and implementation

Skepticism or fear about the effectiveness

Concern about privacy and equity

Exitement about the potential of machine learning

Feels

Thinks

neir wants, needs, hopes,

ms? What other thoughts

influence their behavior?

Improve

decision

making in

higher

education

pressing

challenges

facing higher

education

decision makers

today

Potential

limitations

and ethical

concerns

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

