Empathy Mapping
Susan the Student
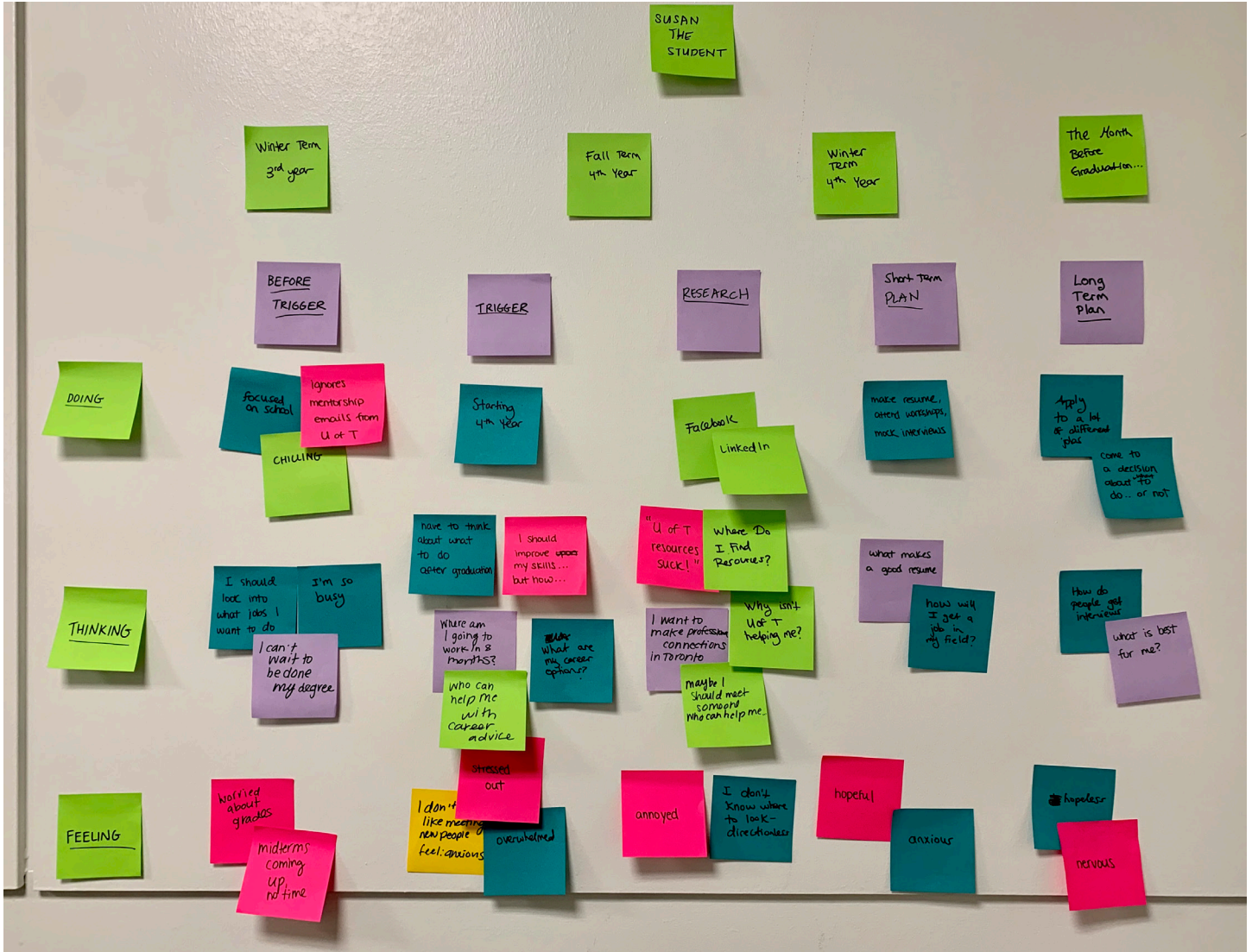
DOES · **SAYS** · **FEELS** · **THINKS**

Alternive Platform (OTHERS)
- doesn't access UofT mentorship programs
- Uses Facebook to connect with peers
- contacts people on their own
- Use other platforms like LinkedIn
- asks TAs and profs for advice
- looks at linkedin for potential connections

OTHERS (DOES)
- attends group events @ UofT
- Try to keep meeting structured on their end.
- reads emails from faculty about career and mentorship opportunities
- ignores mentorship emails from U of T

Need Guidance (SAYS)
- "I need guidance"
- "I'm not sure what I want to do after I graduate"
- "I need a mentor!"

Need Structure
- Meetings are not structured
- "structure & context is important to me"

Others (SAYS)
- "I'll feel awkward"
- "U of T resources suck!"
- I can't wait to be done my degree
- Not aware of the Program

lack of confidence (FEELS)
- unsure about career direction
- bad about grades
- lost & unaware
- unqualified
- confused about career pathway
- Lost because don't know how to reach mentor
- anxious

Others (FEELS)
- Time is wasted if meetings are unstructured
- motivated to move forward in their career

THINKS — There should be more info.
- I should improve my skills... but how...
- Why am I being matched with this mentor?
- where do I find a mentor??
- whats the best way to contact my mentor?
- I want to make professional connections in Toronto
- Wish instructions were more clear

Others (THINKS)
- Am I bothering the mentor?
- How will I get a job in my field after graduation?
- If agenda can be sent by email before meeting
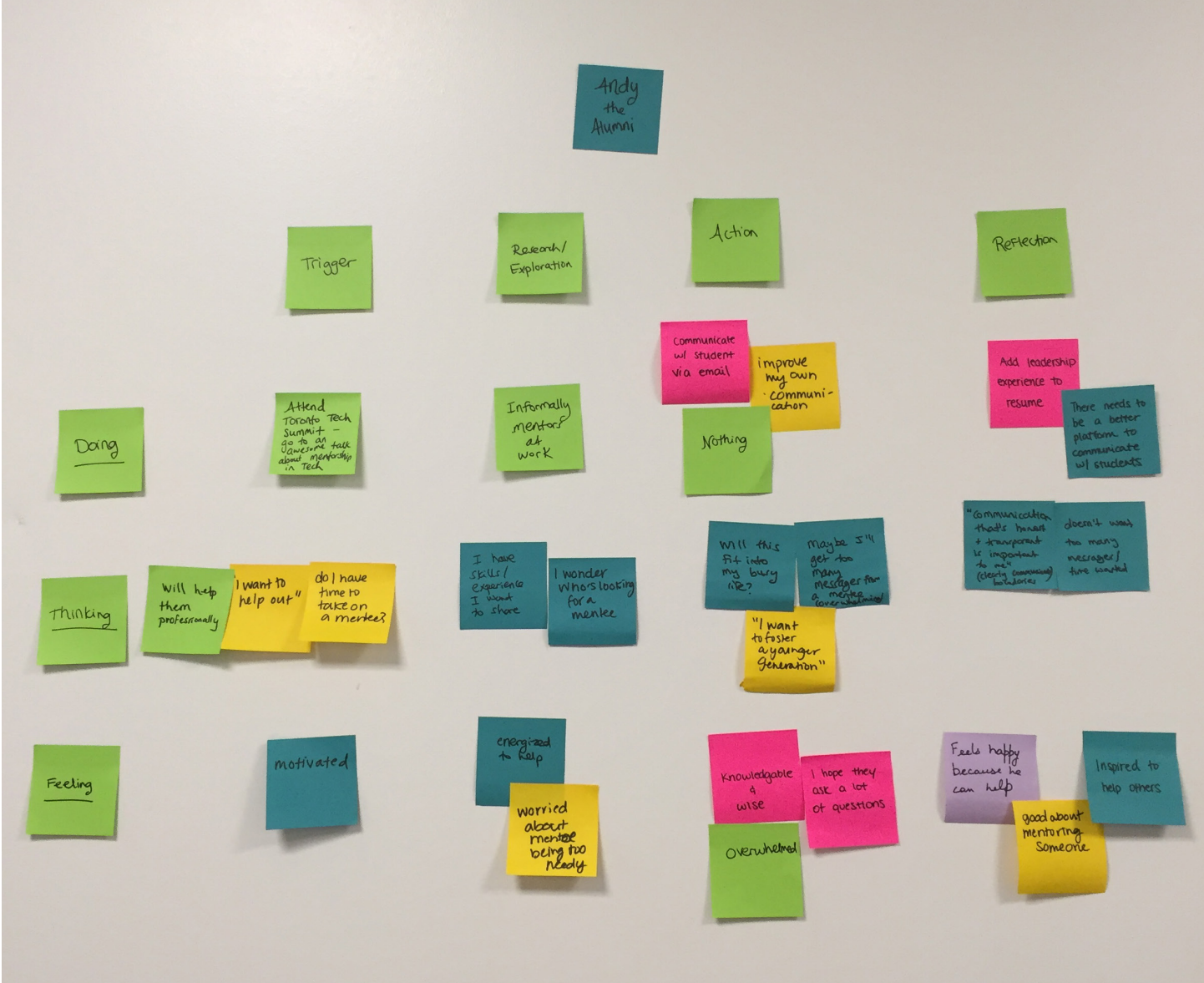
SUSAN the STUDENT

Empathy Mapping
Andy the Alumni

FEELS

Knowledgable
- powerful
- Knowledgable & wise
- I have skills / experience I want to share

frustration
- frustrated about the lack of direction when meeting
- frustrated w/ mentee who hasn't connected

confident & happy
- Confident
- Confident & Happy
- Feels happy because he can help

empowered
- energized to help
- good about mentoring someone

DOES

email
- Communicate w/ student via email
- constant email follow up w/ unresponsive mentee

Guidance
- Helps / Guides new Students with industry knowledge
- Guide Students with full envolvement

Others
- improve my own communication
- Meet new people
- reads faculty emails about Opportunities
- has a mentor of their own to share with knowledge
- Nothing- unaware of program
- forgets to respond b/c work got busy

SAYS

honesty / communication
- "Communication that's honest + transparent is important to me" (clearly communicate boundaries)
- People should be on time & true about qualification

Others
- "not sure what their interested in"
- "so hard to keep in touch, if they don't reach out"

guidance
- "I want to help guide people getting into my field"
- "I want to help out"
- "I want to foster a younger generation"
- "It's important to have clarity about what mentee wants + mentor wants to get out of experience"
- Can Share Skills & Experience
- Want to make industry connection

THINKS

Lack of Program awareness
- Are there mentorship programs at U of T?
- I wonder who's looking for a mentee

time constraints
- Do I have free time this week?
- do I have time to take on a mentee?
- Will this fit into my busy life?
- Maybe I'll get too many messages from a mentee (overwhelming)

Other
- I hope they ask a lot of questions
- If they are true he can guide properly
- It helps him learn as well because when you teach you learn as well
- Will help him professionally

As-is Scenario
Susan the Student

As-is Scenario
Andy the Alumni

Andy the Alumni

	Trigger	Research/ Exploration	Action	Reflection

Communicate w/ student via email

improve my own communication

Add leadership experience to resume

Doing

Attend Toronto Tech Summit — go to an awesome talk about mentorship in Tech

Informally mentors at work

Nothing

There needs to be a better platform to communicate w/ students

Thinking

Will help them professionally

"I want to help out"

do I have time to take on a mentee?

I have skills/ experience I want to share

I wonder who's looking for a mentee

Will this fit into my busy life?

Maybe I'll get too many messages from a mentee (overwhelming)

"communication that's honest + transparent is important to me" (clearly communicating boundaries)

doesn't want too many messages/ time wasted

"I want to foster a younger generation"

Feeling

motivated

energized to help

worried about mentee being too needy

Knowledgable & wise

I hope they ask a lot of questions

Overwhelmed

Feels happy because he can help

Inspired to help others

good about mentoring someone

Persona
Susan the Student

Persona
Andy the Alumni