Empathy Map for NorthStar customers

Hear

Clear, reassuring information- “This program is designed to help you succeed.”

“Why are they that way?”

Encouragement & Support - “You are not alone - we are here to support you”

See

The rich blue color on the website.

The poorly sized logo in the header

Not so friendly navigation on website

Blank pages when clicking on majority of the headers on the website

Say & Do

“Who have they helped before me?”

Go through their socials to hopefully get more info

“What do they do specifically though?”

Goes through every page to find what they need.

“How old are their regular users?”

Goes to social to find visual information and reviews

“But How can I help?”

Doesn’t find location on website to apply to volunteer

Think & Feel

Confused

Dissatisfied

Distrust

Gain

Improved behaviours

More Independent

Self - confidence & Esteem Regain confidence facing new challenges (studies, public speaking).

Pain

Autistic person feeling different from others.

Help - Seeking Dilemma

• Not sure of what organization to trust with their child.