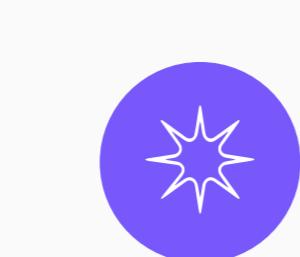


Empathy map

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.

Says

What have we heard them say?
What can we imagine them saying?

It should be accurate

It should be friendly to a applicant

job application is an essential part of any company

It shouldn't be a problematic to applicant

HOPE; find the right candidates

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

WANTS:
Resumes should be perfect

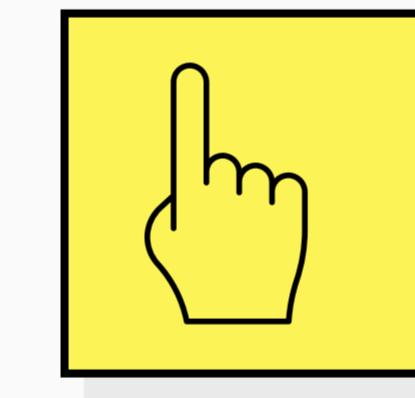
NEED:
have to have a skills in that job

DREAM;
we get best employee

Does

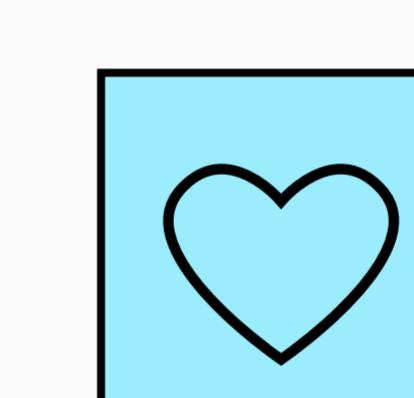
What behavior have we observed?
What can we imagine them doing?

we will give appropriate work



we will give best salary

we will give peaceful workplace



satisfied in getting good employees

employees feel safe and security

Employee feels they can do their needs after getting a job

Feels

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

Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example →](#)

