

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

Empathizing with what the user sees in the context of a campus placement project could involve understanding

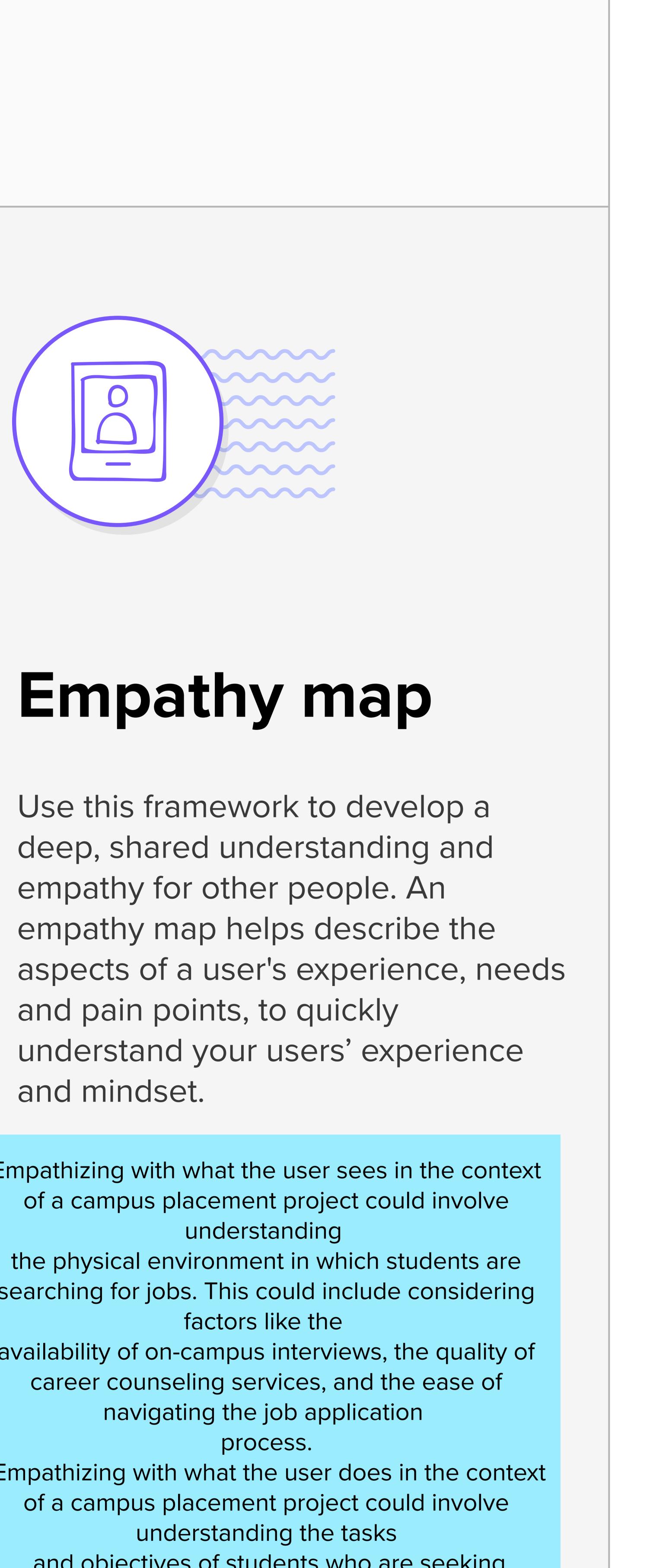
searching for jobs. This could include considering factors like the

availability of on-campus interviews, the quality of career counseling services, and the ease of navigating the job application

Empathizing with what the user does in the context of a campus placement project could involve understanding the tasks

and objectives of students who are seeking employment. This could include understanding how they search for job opportunities, create resumes and cover letters, and prepare for

job interviews.



Build empathy

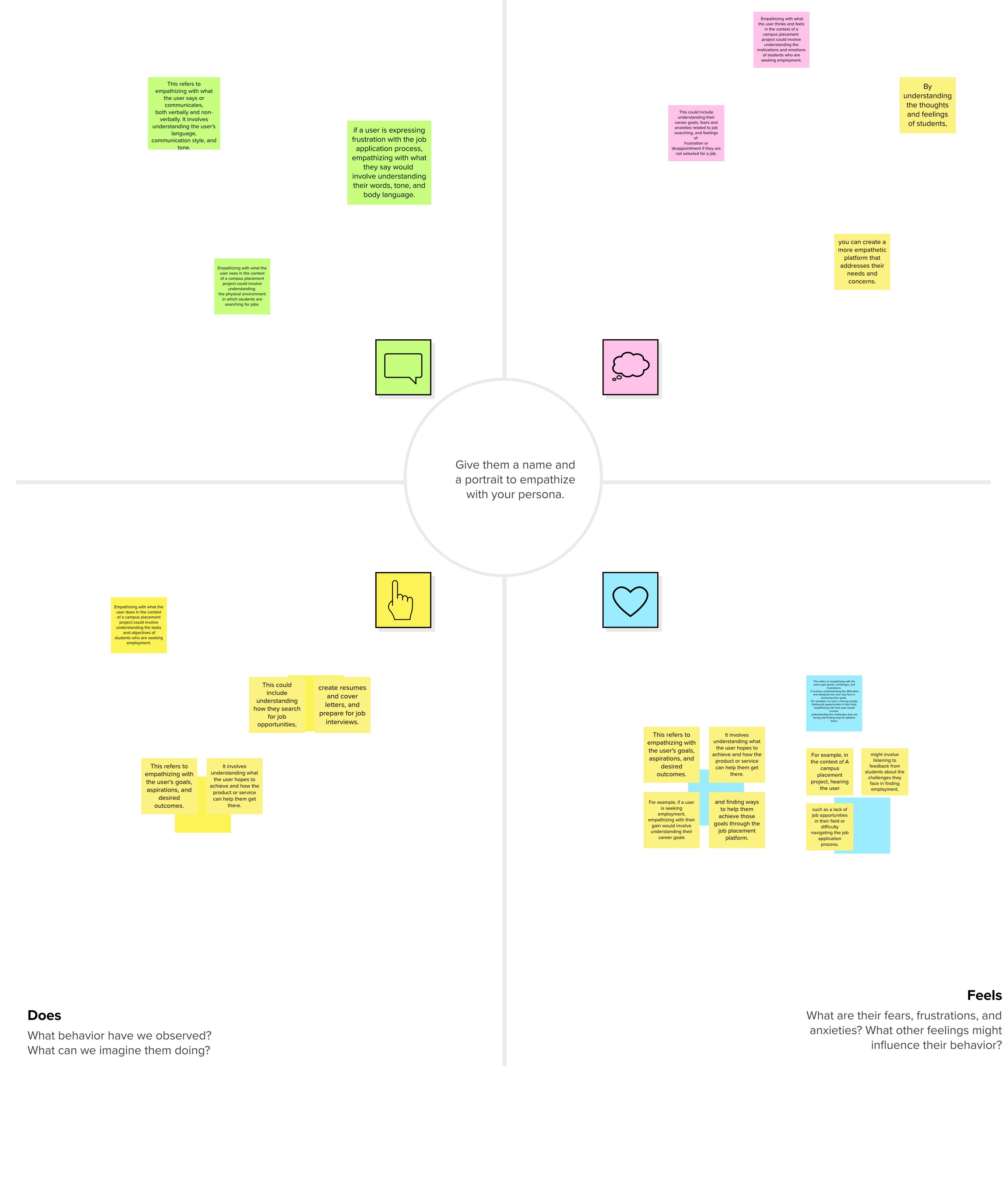
What have we heard them say?

What can we magine them saying?

Says

The information you add here should be representative of the

observations and research you've done about your users.



Thinks

Feels

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?



