Empathy Map Canvas

An empathy map helps understand the experiences, expectations, and challenges of the end-users involved in the system.

User Persona: Student Service Request User

Category	Description
Says	"I don't know whom to contact for service-related help." "The process is confusing and takes too long."
Thinks	"There should be a faster and clearer way to get support." "I want transparency in request status."
Does	Searches online for answers, asks peers or faculty, repeatedly contacts departments manually.
Feels	Frustrated due to delays, uncertain about next steps, relieved when communication is clear.

Insights:

- Students need quick access to information.
- Transparency and real-time status tracking reduce anxiety.
- Self-service tools empower users and reduce staff workload.