

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

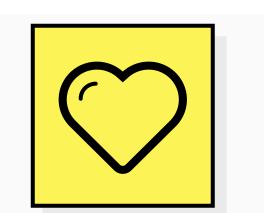
Originally created by Dave Gray at





Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

The situation they are in

is the student has

finished schooling and

is to select the best

university that satisfies

all their conditions, that

is, the best, optimial

option out there.



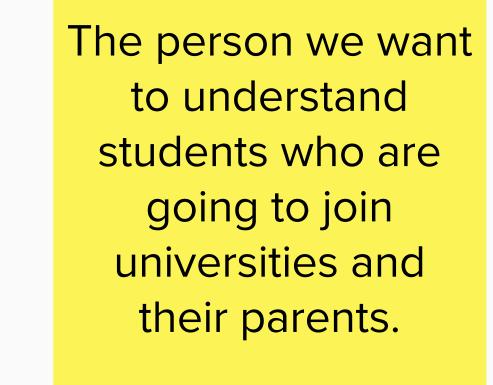
What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

The students hear how the grading system works and how is academic evaluation is done.

> The students hear others saying how well the placements are going in that university.

They hear how the academic output is and average number of publications and citations done every acadmeic year.



GOAL

What do they THINK and FEEL?

PAINS

What if

Ragging is a

real thing

here?

What if the

professors here

are unfair and

discriminating?

What are their fears,

frustrations, and anxieties?

What if the

academics

here are not

as good as

they heard?

What if the food

is not of good

quality. What if

the cooking

process is not

hygenic?

They need to create a checklist for what are they more focused

on.

What are their wants,

needs, hopes, and dreams?

Most students

hope for good

interactive

in classrooms

Students need

good study

materials and

study spots to

concentrate.

GAINS

Generally, students

want a good quality

education that is

affordable and

satisfies their

conditions.

Dream of every

student is to get

good engaging and

friendly faculty who

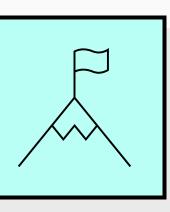
encourages them to

learn more

They need to finish their final phase of education in a good university for good employment.

What do they need to DO?

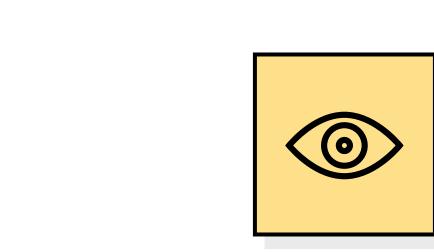
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



They need to make the right decision in choosing the best university.

They will know they are successful if they come out of the university with good skills set and their journey through the University is

The students look for good study places, good library with standard books and calm, friendly classrooms that helps them to concentrate and interact with professors. They also look out for the dorms they are going to stay in during their study.



faculty quality, and student outcomes. they look out for how academics are and how well the university

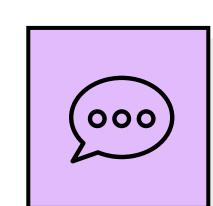
works

Students mainly look

for research output,

What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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

We can imagine them complimenting the academic validation in that University and about how good the administration works there

What steps do they

follow to assess the

qualifications and

expertise of the

faculty members at

different educational

institutions?

Feedback on the university's academic results, research outputs and how the courses are taught.

welcoming and peaceful environment. The reputation for this university

The university

itself possesses

a calm,

is not that great tho.

What other thoughts and feelings might influence their behavior?

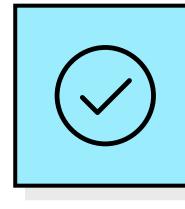
management

here is friendly

enough to

answer all our

queries.



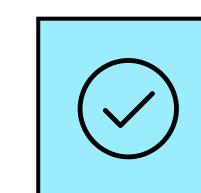
What do they DO?

What do they do today?

What actions do they take to assess the quality of education provided by different institutions?

What processes do to citations, references, and

What methods do they use to hold universities accountable for the quality of education and other performance indicators?



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

they engage in to access data related scholarly impact of universities?

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