

Empathy Map

Says

I can't find my classroom building easily.

I wish there was a simple app to guide me.

The campus is too big and confusing.

Thinks

Worried about reaching lectures or exams on time.

Thinks map boards are outdated and unclear.

Wonders if there is an easier digital way to navigate.



Worried about reaching lectures or exams on time.

Thinks map boards are outdated and unclear.

Wonders if there is an easier digital way to navigate.

Asks peers, guards, or staff for directions repeatedly.

Checks GPS/ Google Maps even campus buildings are not labelled well.

Walks around verifying signboards and building names manually.

Feels

Does