***Business Model - The Empathy Map***

# Designed for: Designed by:

SPRINT – DESIGN THINKING

Customer Perspective:

STUDENT

# Date: Interation:

10/04/2016

Assignment Deadlines

Library Books

Lecturers unavailable

Stressful about meeting deadlines

No proper time management

Unsatisfying lectures

Often lecturers not available after classes

What does she

***THINK and FEEL?***

what really counts

major preoccupations worries & aspirations

Language problems with some lecturers

Australian time on learnJCU

Not enough books at library

Students chatting in the student hubs

What does she

***HEAR?***

what friends say

what boss says what influences say

What does she

***SEE?***

environment

friends

what the markets offers

Technology used at school

Crowded/Noisy School environment

Advice and opinions from classmates

What does she

***SAY and DO*** ?

attitude in public

appearance

behavior towards others

Needs advice from lecturers

Uses phones/Tablet daily

Needs help from fellow students

Accesses learnJCU/Blackboard

Plays games

Ineffective time management

No easy communication tools for help

Improved academic learning experience

Access to lecturers

Effective time management

Multiple assignments to submit

**PAIN**

fears, frustrations, obstacles

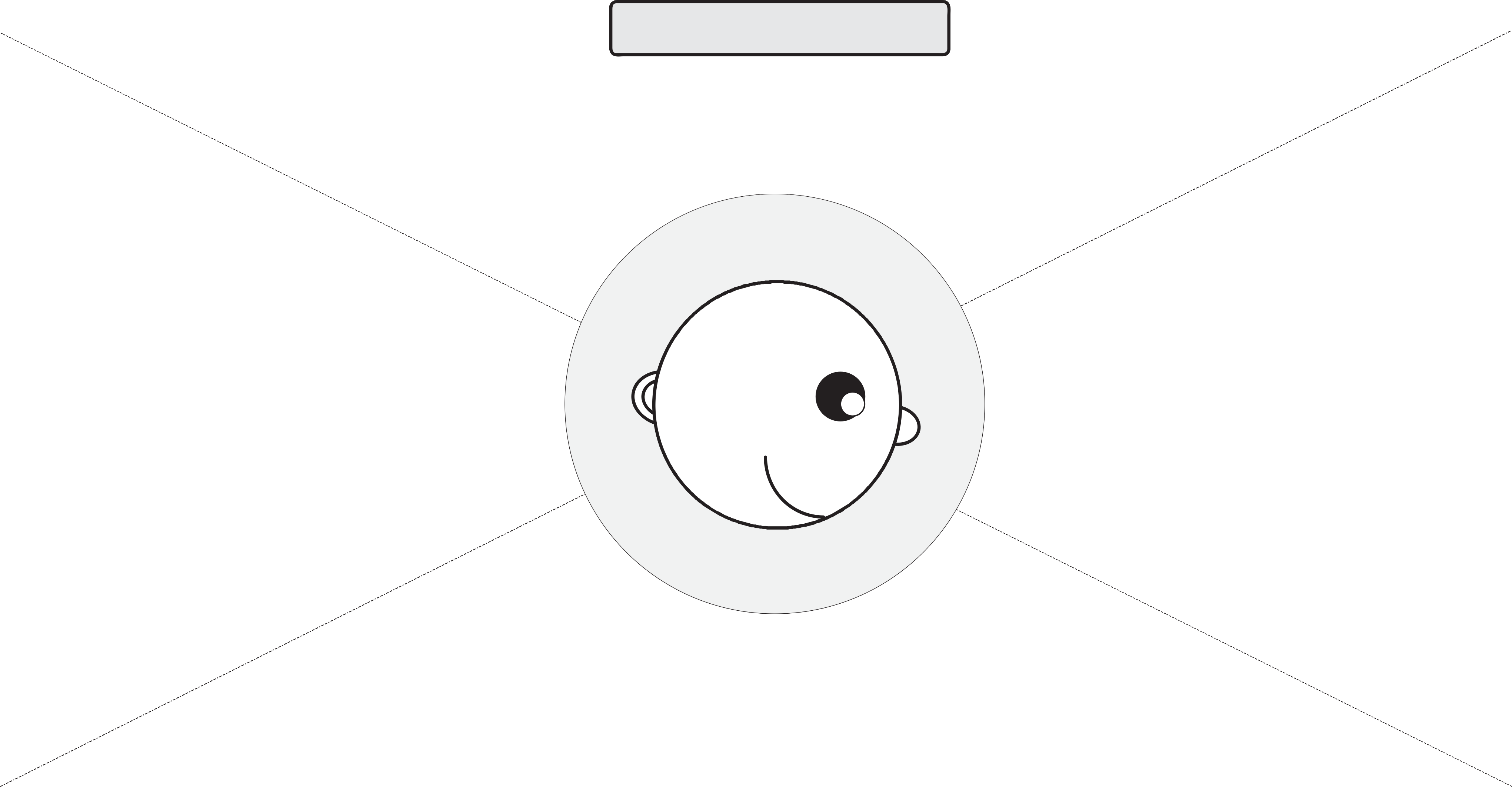
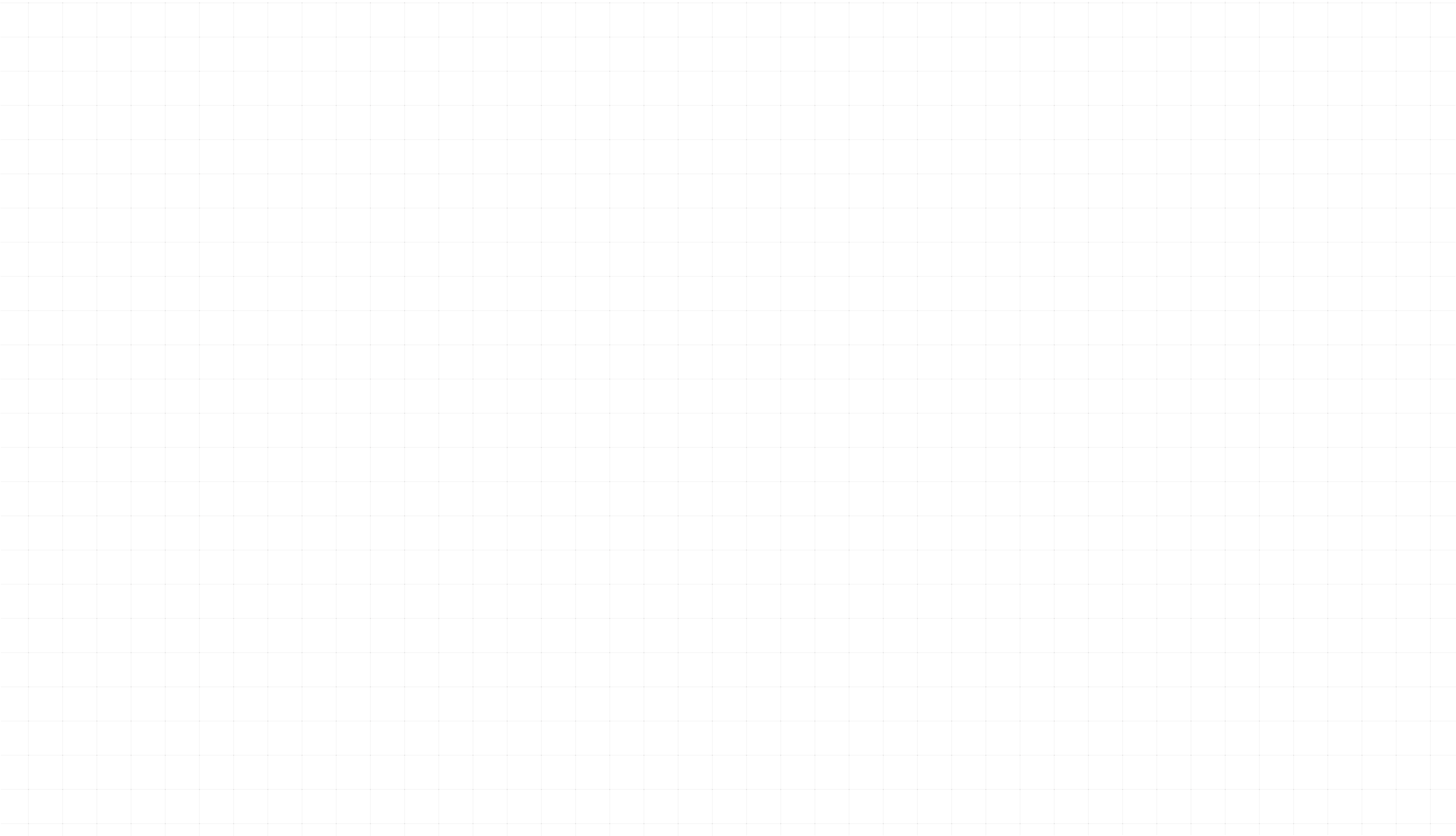
**GAIN**

“wants”/needs, measures of success, obstacles

Access to fellow classmates

Lecturers often unavailable

*[www.XPLANE.com](http://www.XPLANE.com/)*



### Adapted from XPLANE. XPlane.com