Empathy map

To help us empathize with our target I thought about to use this method in our group.

with using this method I can see clearly what they think and what they want and the problems they experience.

Empathy Map Canvas

Designed for: | Designed by: | Date: | Version:

① WHO are we empathizing with?

The target audience are refugees which are waiting at an ASC for their permits

The refugees are "stuck" in the ASC for months and sometimes years, waiting on permits. In the meantime they face a boring time and are not able to work.

GOAL

② What do they need to DO?

We will know when they were successful when they have a better time in the ASC and eventually find a job.

Not much improvement in the language, because they don't get many lessons

Better improvement when they get more Dutch lessons and learn from a better language tool.

⑦ What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

The time in ASC is too long

Cant get a home

Cant get a job

Cant learn Dutch

GAINS
What are their wants, needs, hopes and dreams?

Be a Dutch citizen

Live in a real house

Get all the permits they need

start a new life

Be able to communicate in Dutch

What other thoughts and feelings might motivate their behavior?

③ What do they SEE?

The refugees are frustrated that the process takes so long. They see other people getting permits in a few months, while they are waiting for years.

⑥ What do they HEAR?

They hear "Why is this taking so long" and "I cant learn Dutch" from other people

④ What do they SAY?

We believe they say "it takes long and we cant properly learn the Dutch language and culture"

⑤ What do they DO?

Not much improvement in the language, because they don't get many lessons

The refugees can't do much. They need to get permits and once they have the permits, they can get jobs.

They only get Dutch lessons once per week