

Mapa de Empatía

Objetivo

Entender el entorno, conductas, inquietudes y aspiraciones de la persona observada a través de la indagación y la observación.

Obteniendo perfiles que servirán como guía para desarrollar una mejor solución y propuesta de valor.

probably

ANY CRITERIA PEOPLE NEED TO MEET.

See help info in easy English
Preferred in the area of need

Brendon

VARIED →
all in critics & vulnerable

people seeking free legal assistance
or advice.

they need or want
support or knowledge
they may feel the
system is unfair.

often they
have tried to
seek aid and
assistance elsewhere

- high levels of
stress and anxiety.

variety
of
cheats

they want help or assistance with
resolving their legal problem.

(community
legal
centre (clc)
referral
Empathy map.

Disadvantaged
Marginalised
Traumatised

Resistant
Resourceful

That the system is against
them
They are feeling
powerless &
that no-one
cares about
them

Sorry we
can't help you?
Have you called
spoken to?
You can
represent
yourself

They have
either seen
everyone or
no-one.

You have to help
me
They are upset &
emotionally drained.

They need a lawyer to help
them with seeing their kids,
staying out of jail, securing
housing

Online portal where CHCs have
more say in who takes on the
matter.

Marginalized, distressed, outcome-focused

need legal assistance to navigate
trial/court/proceedings

vulnerable
CULD.
disadvantaged
stressed

capable to follow
instructions
adjusts to situations
unable to understand systems
including justice system

How can I get things right help
to solve my problems without
it impacting my life

1

Dice

*¿Qué se le escucha decir en voz alta?
¿Qué podría contarle a otros?*

3

Piensa

*¿Qué es realmente importante para él/ella?
¿Qué cosas ocupan sus mente? ¿Qué lo mueve?*

2

Hace

*¿Qué acciones físicas realiza?
¿Cuál es su actitud?*

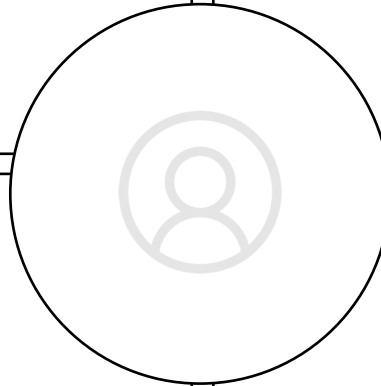
4

Siente

*¿Qué lo entusiasma?
¿Qué le preocupa?*

5

¿Qué necesidades tiene esta persona?



**Este documento ha sido creado
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