COURSE **Practice Using A Design System**

ASSET **Empathy Map – Construction Cal**

treehouse

Think & Feel

- Feels embarrassed discussing felony conviction
- Thinks participating in the 2020 election is important
- Feels intimidated reading about voting rights
- Thinks voting rights should be restored to ex-felons

Hear

- Hears he might be eligible to vote
- Hears loud machinery at his job
- Hears quiet at the library
- Hears about Florida and US voting rights court cases with mixed outcomes

Construction Cal

See

- Sees voting websites with complex language
- Sees ex-felons might have to pay court fees and fines before voting in Florida
- Sees October 5 as registration deadline
- Sees vote-by-mail form, but not sure if he is eligible

Say & Do

- Researches Florida voting laws at the library
- Says he'd vote for candidates that support prison reform
- Looks for a place to register to vote in person
- Says he's unsure if an ID is required to vote in Florida

Pain

- Unclear if he's eligible to vote
- Unsure which news and information sources are trustworthy
- Intimidated by complex voter rights websites
- Uncomfortable talking about his past

Gain

- Understands voter eligibility
- Learns ID requirements
- Registers to vote
- Obtains an absentee ballot
- Votes successfully