COURSE **Practice Using A Design System**

ASSET **Empathy Map – Dispatcher Dulcea**

treehouse

Think & Feel

- Feels proud to have achieved citizenship
- Thinks participating in the 2020 election is important
- Feels more comfortable speaking English than reading it
- Thinks understanding voting rights should be easier

Hear

- Hears taxicab horns honking
- Hears phone calls and dispatch radio
- Hears drivers and customers speaking Spanish
- Hears congratulations on her citizenship

Dispatcher Dulcea

See

- Sees news about the election on her phone
- Sees voting websites with complex language
- Sees October 9 as registration deadline
- Sees pro-voter efforts made by an organization called Let NY Vote

Say & Do

- Reads social media posts and news about the election
- Says she'll support pro-immigration candidates
- Looks for Spanish-language voting instruction
- Says she's unsure if an ID is required to vote in New York

Pain

- Uncertain where and how to register to vote
- Unsure where to get Spanish-language information
- Intimidated by complex voter rights websites
- Unaware which is her correct polling place

Gain

- Registers to vote
- Learns ID requirements
- Discovers her polling place
- Votes successfully