

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Says

What have we heard them say?
What can we magine them saying?

Proper aircraft
maintenance is
extremely important.
There are many rules
and regulations
governing the
maintenance of an
aircraft.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

There are many causes of aviation accidents.

Determining what causes a plane to crash can often take in-depth research and investigation to understand what happened.

Pilot error is the number one cause of aviation accidents. Piloting an aircraft requires lengthy training, a knowledge of the mechanical components of an aircraft, and hand-eye coordination skills to effectively and safely maneuver an aircraft.

Give them a name and a portrait to empathize with your persona.

Most accidents occur during the takeoff, climb, descent, and landing phase of flight so flying nonstop would reduce exposure to these most accident prone phases of flight.

The plane began to increase in speed rather than decrease.

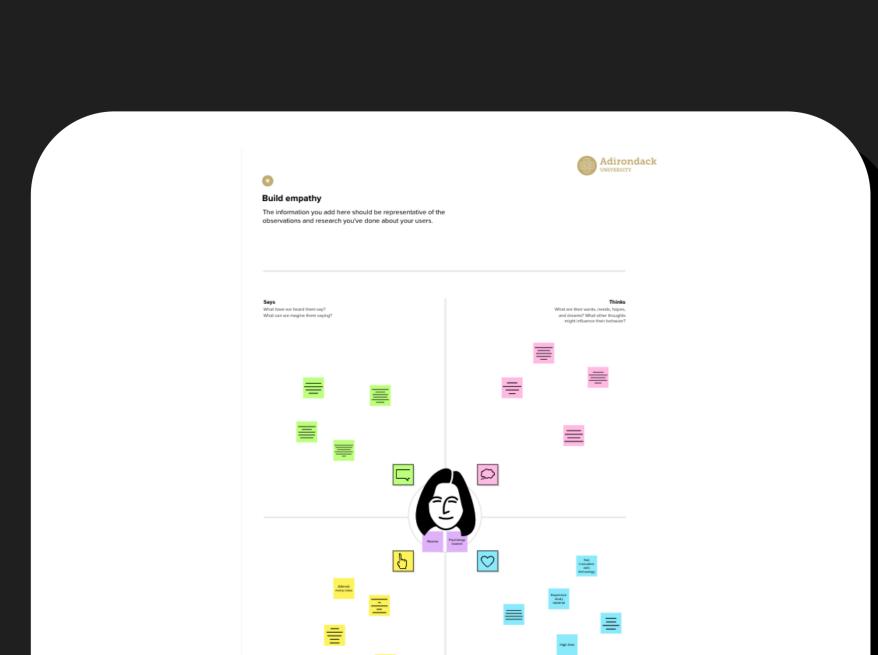
The survivors will need grief counseling and most likely some type of health care.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?



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