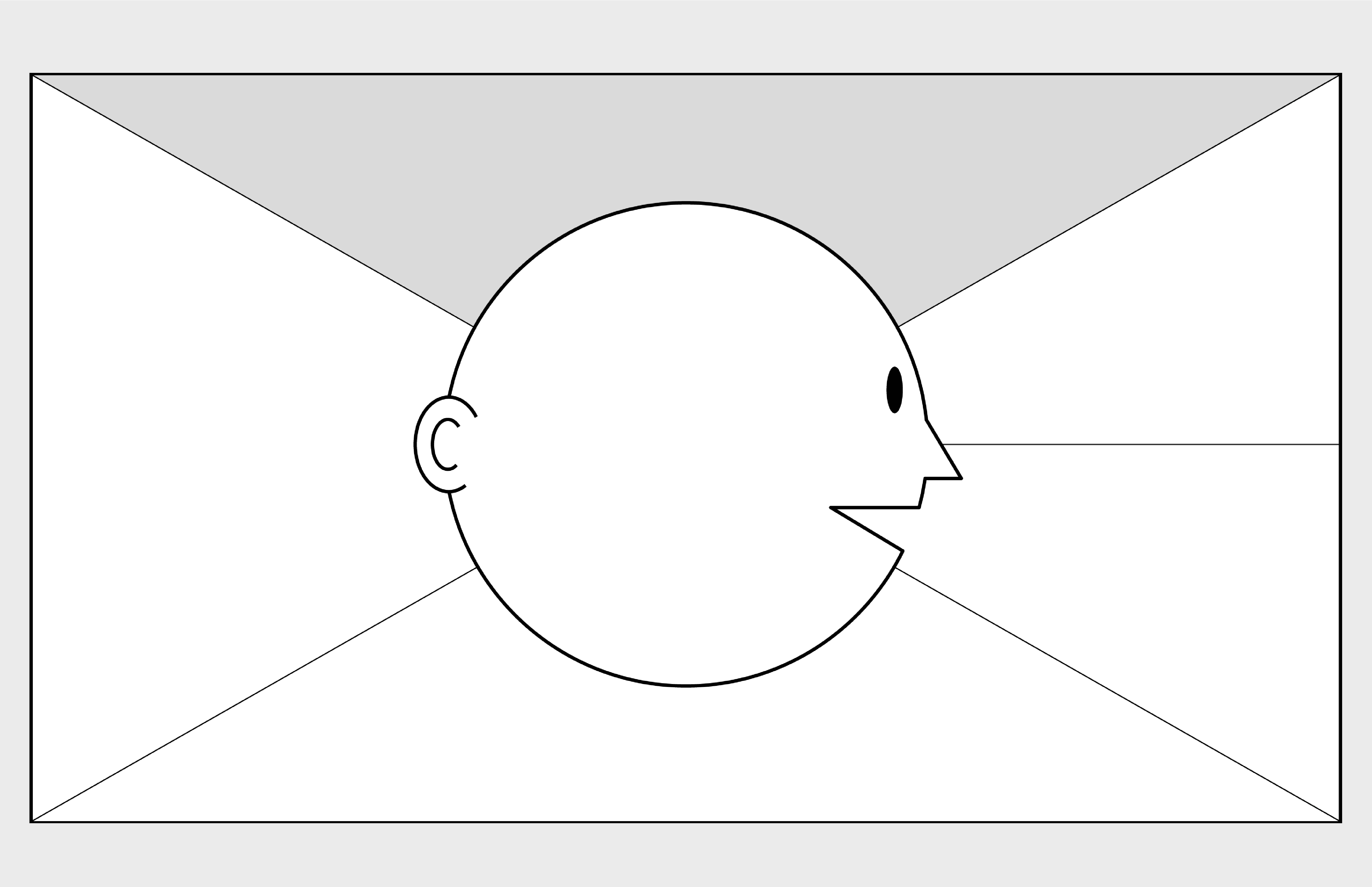
* Dream of getting a good holiday package
* Want to feel like they are getting an insider deal, personalized feeling rather than the same package everyone gets.
* Hope the agency and employees are experienced and knowledgeable about different products
* Want to go in with a destination or holiday tailored to their needs
* Feedback from travel reviews
* Existing deals and advertisements for locations and holidays
* Recommendations for the travel agency service or particular holiday packages
* Employees that they recognize or have dealt with before through the agency



**Empathy Map Canvas**

*Designed for: Customer*

*Designed by: Cormac Hegarty*

*Date: 19/05/2020*

**WHO**

**are we empathizing with?**

**What do they need to do?**

**GOAL**

**What do they see?**

**What do they say?**

**What do they**

**DO**

**?**

**What do they hear?**

**What do they**

**THINK**

**and**

**FEEL**

**?**

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Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy

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map/

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**PAINS**

**GAINS**

* Insecure about booking good accommodation, travel options, etc.
* Worry about not being able to articulate their needs, or having someone understand them properly
* Scared of getting ripped off, or simply having their money taken
* People who need to book or organize their trip in one location
* Customer who has an idea of what they are looking for but need knowledge and a service to help them narrow down choices and select bookings
* Someone tired or going in with pre-existing knowledge looking for friendly service
* Existing travel packages and holiday deals
* Travel guides and reviews of locations
* Their specifications and travel information (e.g. their budget, preferences, type of travel such as cruise or interstate trip.)
* Reviews and trips taken by their friends/family
* Reviews from users of the travel agency online
* Need to book a holiday efficiently with minimum decision making or waiting
* Seek advice and input on their travel decisions to look for the best packages.
* Feel secure about their chosen package, get recommendations, or deals they weren’t aware of
* Compare different online packages
* Check their travel plans and budget to discover what they need
* Searches online for good deals that match their needs
* Hang up the phone if being kept on hold for a long time
* Respond well to people of a similar background or language
* Recommends good services to their friends and families
* “I need to find a holiday package that best suits me and my family”
* “I need to talk to someone who knows what they’re talking about”
* “I don’t want to be kept waiting long to speak to someone”
* “I don’t have the time to do background research on current holidays”