# Empathy Map

## Pains

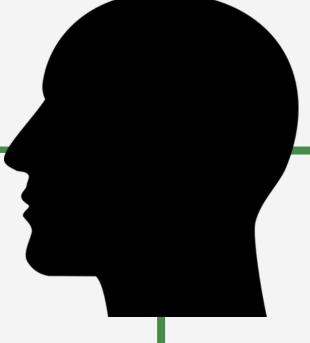
- Lack of commitment from participants
- Feel bummed when trips die at the group chat
- Missing out on family milestones
- Convincing a spouse about a short-notice trip
- Financial limitations
- Considering everyone's schedule in planning

### think/feel

- Torn between loyalty to friends and family
- Spouse needs to know what I'm up to so as not to worry
- Catching up with friends is important but trips are a luxury
- Fun with the boys is not worth missing important family moments
- I should be in the loop, I need a voice
- The collective should organize affordable trips to include everyone

#### hear

- Family is priority
- Empathy for possible feelings of abandonment in spouse/child
- "You only live once"
- There are more important things than group vacations
- Just go along, we make good ideas for the collective
- "Keeping up with the Jones" is not financially smart



- Group activities may cost time with family or missed milestones
- Likes to inform spouse in advance before commiting to trips
- Trips are financially taxing
- Dates must be set around family milestones, work, and school
- I feel left out in the planning stages
- Sometimes trips are expensive

say/do

- Regret for missed moments with family
- Genuine concern for spouse's opinion
- Concern over family's financial stability/security
- Responsibility takes priority
- Need for more involvement in trip planning
- Need for group to recognize individual financial position

see

## Gains

- Opportunity to catch up with old friends
- Getting to finally go on a group trip
- Plan around everyone's s chedule
- Accommodate every participant' financial position
- 5 Appease worried spouses
- Get everyone involved in contributing ideas and settling on a fair budget



