

# Empathy Map Canvas

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Increased  
connections  
between  
planes

Extra  
Airports for  
Flight  
landing

Reduced  
waiting time  
of Airplanes

Co-  
passengers  
worries

Preflight  
announcement

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Why this  
delay?

Is there  
anything I can  
do to put my  
time for good  
use?

If I had known  
earlier, I would  
have planned  
accordingly.

What would  
happen if I  
go late?

Will I get an  
upgrade?

worried if  
the flight  
might get  
cancelled.

How can I  
spend my  
time now?

Will I be able to  
catch the next  
Flight?

Newspapers,  
Magazines,  
readables

Phone/Series  
Books

Checking  
the FIDS  
Board

## What do they SEE?

environment  
friends  
what the market offers

Long time  
to land

Tourists gets  
tired of  
waiting and  
can exhaust in  
anger.

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Looking for  
an alternate  
solution

Enquire about  
the delay in  
Airline  
counter

When will  
the flight  
arrive?

Reduce the  
time for  
security  
procedures

Prior  
information

Hoping for  
the flight not  
to be  
cancelled

## PAIN

fears  
frustrations  
obstacles

Inconvenience

Loss of time  
and money

Not getting  
refund

Sudden  
plan  
changes

Late  
Departure

## GAIN

“wants” / needs  
measures of success  
obstacles

Happy

Positive  
feedback

Increased in  
number of  
flights and  
customers

No delays

Receiving period  
information 24  
hours before the  
boarding