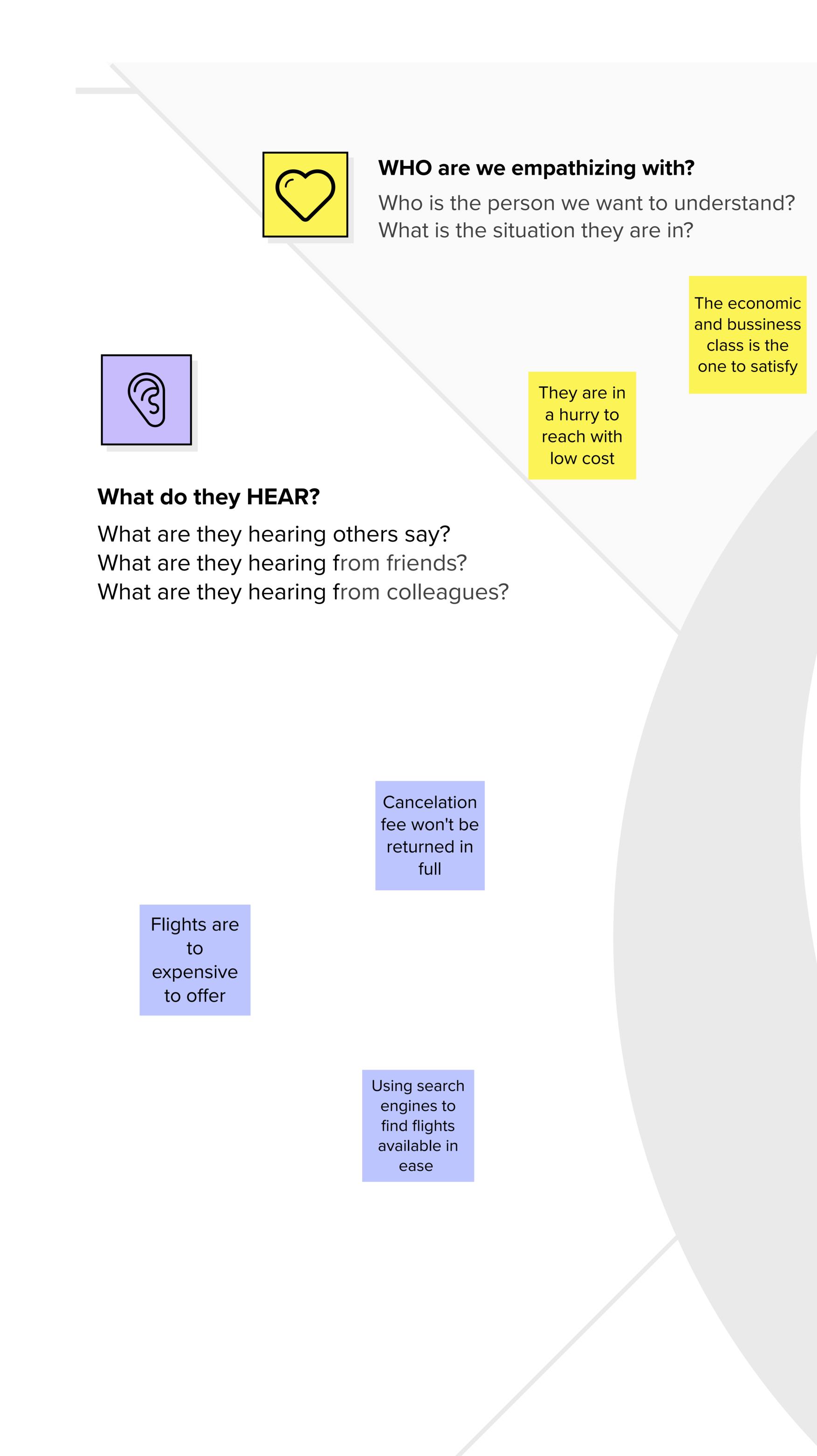
Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

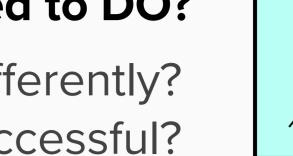
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





What do they need to DO?



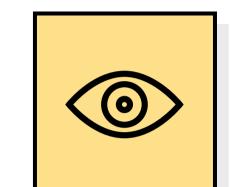
What do they need to do differently? How will we know they were successful?



By seeing the stacks and shares we decide this succes sto

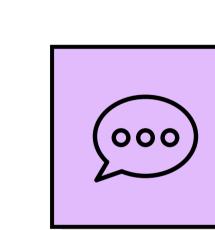
This analysis is used to find the climatic changes on thier booking

Best flight for thier destination and cost comparison



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment?

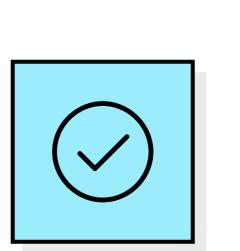


What do they SAY?

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

Flights are for only rich

Flight tickets
booking are a
bit hard
compared to
other transport



What do they Feel?

When a coustomer books a ticket feels a plesant joy that he/she is going somewhere

GOAL

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

GAINS

Increased

What are their wants,

Ease of

access for

flight bookings

needs, hopes, and dreams?

Attracts the

the perfect schedules are

used

PAINS

Critical

climate

condition

What are their fears,

Need of

more

technical

expertise

frustrations, and anxieties?

Over duty

emloyees