Empathy Map Canvas
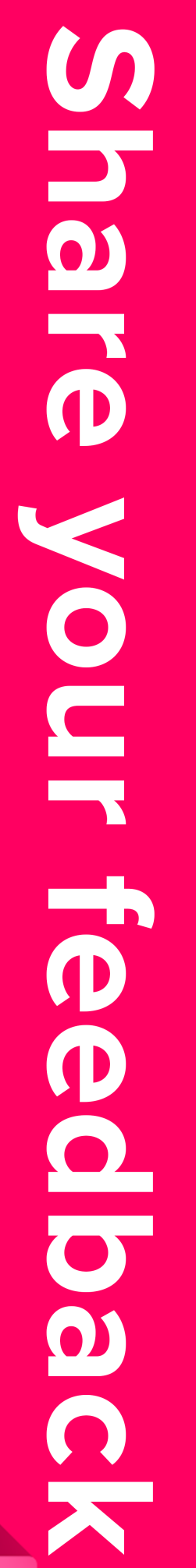
Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations

What do they **HEAR?**
what friends say
what boss say
what influencers say

What do they **SEE?**
environment
friends
what the market offers

What do they **SAY AND DO?**
attitude in public
appearance
behavior towards others

- Stressful
- Feeling uncomfortable
- Have to take precautions
- Inner atmosphere hygienic level is normal
- Our flights are not on time
- Food and beverage quality is medium
- Passengers are dissatisfied
- Customer service is average
- Its causes economic loses
- Decrement in passengers quantity
- Hard to prepare for the next flight
- Poor work on reducing flight delays

PAIN
fears
frustrations
obstacles

- Critical climate conditions
- Over duty for employees
- Government rules

- Less flight delays
- Increased passenger satisfaction

GAIN
"wants" / needs
measures of success
obstacles

- Time savings

Share your feedback

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