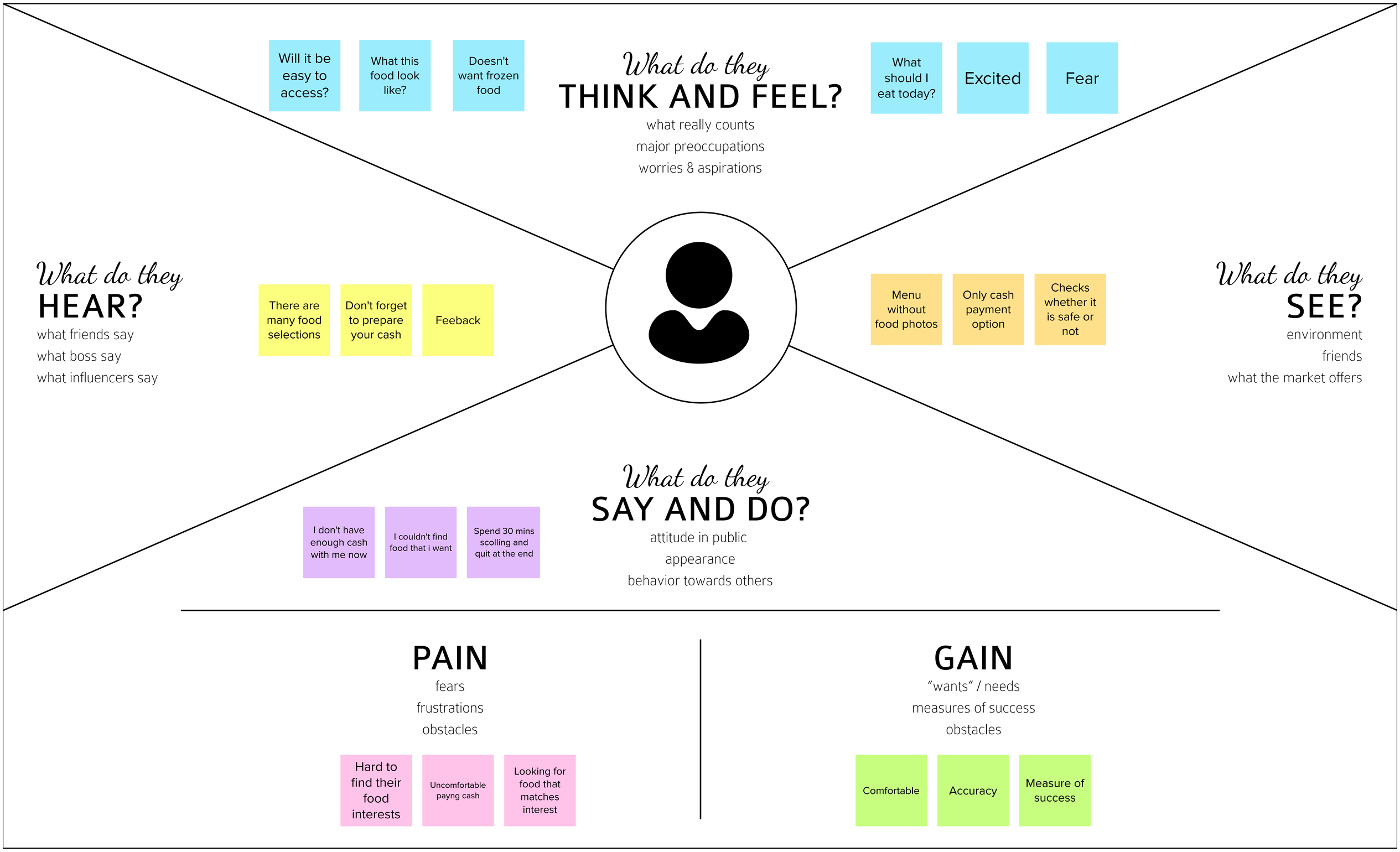
Empathy Map


What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
Will it be easy to access?
What this food look like?
Doesn't want frozen food
What should I eat today?
Excited
Fear
What do they
HEAR?
what friends say
what boss say
what influencers say
There are many food selections
Don't forget to prepare your cash
Feeback
Menu without food photos
Only cash payment option
Checks whether it is safe or not
What do they
SEE?
environment
friends
what the market offers
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others
I don't have enough cash with me now
I couldn't find food that i want
Spend 30 mins scolling and quit at the end
PAIN
fears
frustrations
obstacles
Hard to find their food interests
Uncomfortable payng cash
Looking for food that matches interest
GAIN
"wants" / needs
measures of success
obstacles
Comfortable
Accuracy
Measure of success