Ideation phase Empathize & Discover

Date	13 March 2023
Team ID	NM2023TMID26631
Project Name	Empathy Map
Maximum Marks	5 Marks

Empathy Canvas Map:

An empathy map canvas helps brands provide a better experience for users by helping teams understand the perspectives and mindset of their customers. Using a template to create an empathy map canvas reduces the preparation time and standardizes the process so you create empathy map canvases of similar quality.

Example:

Empathy Map

Says

- I want more options on single screen
- What are the most preferred sites?
- I want quick and easy steps for verification

Thinks

- Why is this so timeconsuming?
- I think I'm not following the correct steps
- Would it work for longdistance flights as well?

Does



Feels

- More research
- Compares prices and discounts
- Evaluates cancellation policy
- May cancel the plan altogether
- Edgy
 - Unable to trust

information

Pain:

- *fear
- *frustrations
- *obstacles

Gain:

Uncertain and anxious

- Overwhelmed with

- *Wants
- *measures or success
- *obstacles

Example: Booking Flight Tickets Online

Frustration with Anxiety about making Impatience with **Excitement about** their flight on time slow - moving lines or long lines, delays their upcoming trip and not missing it. people. or destination. and cancellations. Relief when they Nervousness about finally make it flaying or being in the through security or airport. find their gate. Think & Feel Flight information screens with The sound of departure and arrival. suitcases bring rolled on the ground. Various shops and People talking and restaurants offering chattering in 0 food, drinks, and Hear See different languages. souvenirs. Sings and directions The buzz of airport guiding them to activity, including the their desired gate or hum of machines and location. Say & Do equipment. Ask airport staff for Check their watch or direction, help, or phone to make sure information about their they're on schedule. flight. Show their boarding Take pictures of the Talk to other travellers, make pass and ID to airport airport or their travels new friends, or exchange staff. to share with others. travel tips.

Pain

Gain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Comfortable

Accuracy