Empathy Map Name: Think 1. _"I'm not sure if everyone is aligned."_ 2. _"Our trip organization needs improvement."_ 3. _"Managing money should be more convenient, perhaps with an app."_ Feels Does 1. Frustrated when there is 1. Sets up group chats to miscommunication. coordinate trips. 2. Anxious about budgeting when 2. Strives to balance downtime with others have different financial scheduled activities 3. Steers clear of managing limits 3. Relaxed when the trip runs finances or lets someone else take smoothly and there's a good control. balance between planned Says and does activities and free time. 1. _"Splitting the bill is always awkward."_ 2. _"I prefer to keep things flexible when planning."_ 3. _"We had a miscommunication and ended up in different places."_

Pain

- 1. Stress During Planning
 - 2. Group Dynamics
- 3. Lack of Leadership or Coordination
- 4. Diverging Preferences in Planning
 - 5. Financial Disagreements
- 6. Miscommunication and Coordination Problems

Gain

- 1. Shared Costs Can Be Efficient
 - 2. Memorable Experiences
 - 3. Relaxation and Fun
 - 4. Collaborative Planning
- 5. Teamwork in Solving Problems
- 6. Social Bonding and Emotional Support