

2.1 Empathy Map

Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, how and pain points, to quickly understand your users' experience and mindset.

2

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

See

What can we learn from this?
What can we improve this design?

Is there any offers available?

What is the cost of each package?

I need a tourism guide during travelling

How many day packages are available?



Think

What are their main needs, goals, and desires? What can they do to improve their experience?

How it's benefited?

My request will be approved or disapproved?

How many people will I be traveling with?

Curious about how the trip will be organized



PERUMAL

Plan trip using laptop

Checking weather and conditions

I like to plan and organize my trips

Desire confirmation



Am surprised because of additional cost

Is it comfortable?

Dislike about how experience

Worried about potential issues

Feel

What are their main frustrations and concerns? What are their biggest pain points?

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