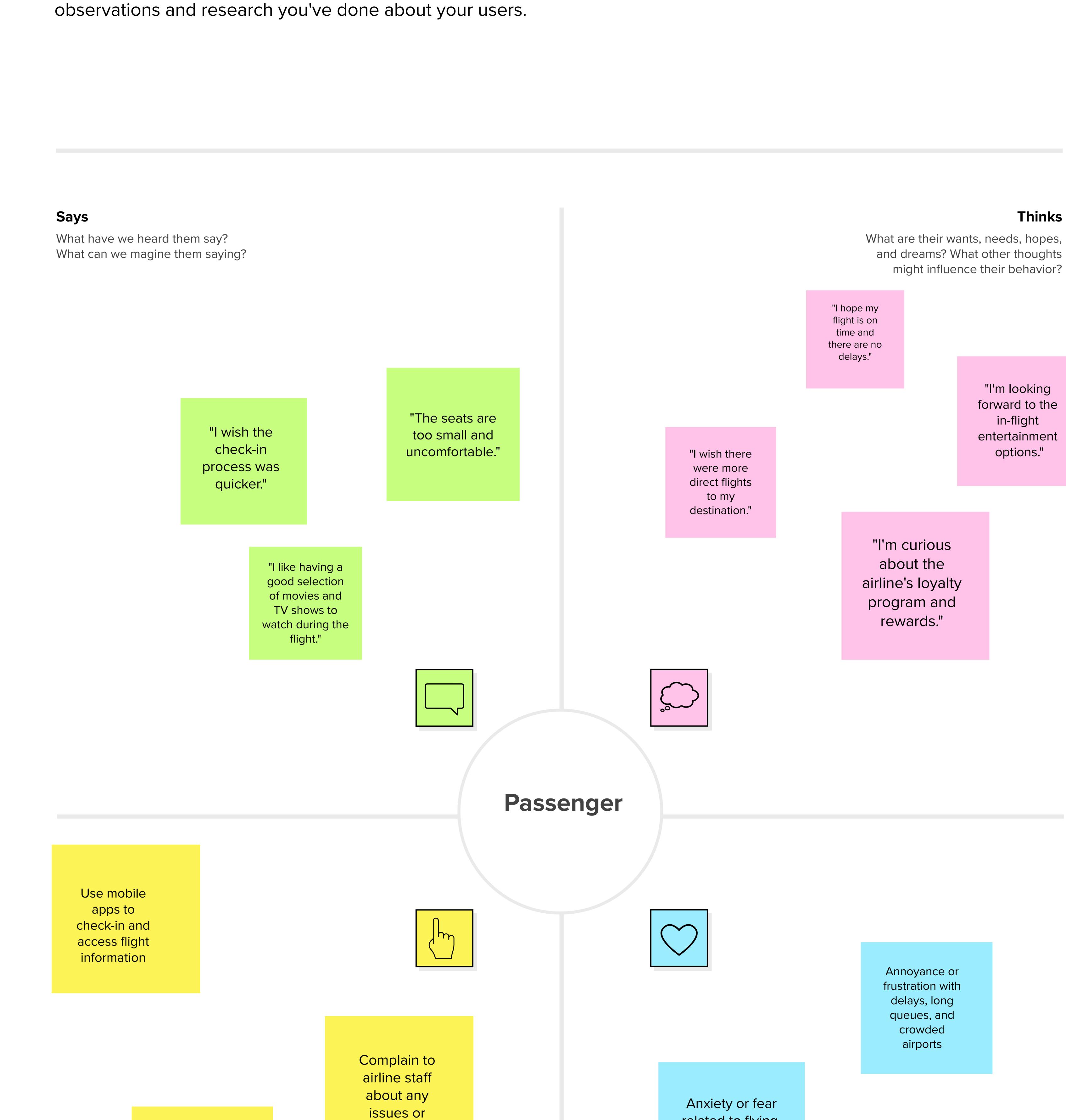


## Empathy map

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, needs and pain points, to quickly understand your users' experience and mindset.



concerns

Use

headphones

to block out

noise during

the flight

What behavior have we observed?

What can we imagine them doing?

**Does** 

**Thinks** 

in-flight

options."

Disappointment

or frustration

with poor quality

food and

beverage

options

What are their fears, frustrations, and

anxieties? What other feelings might

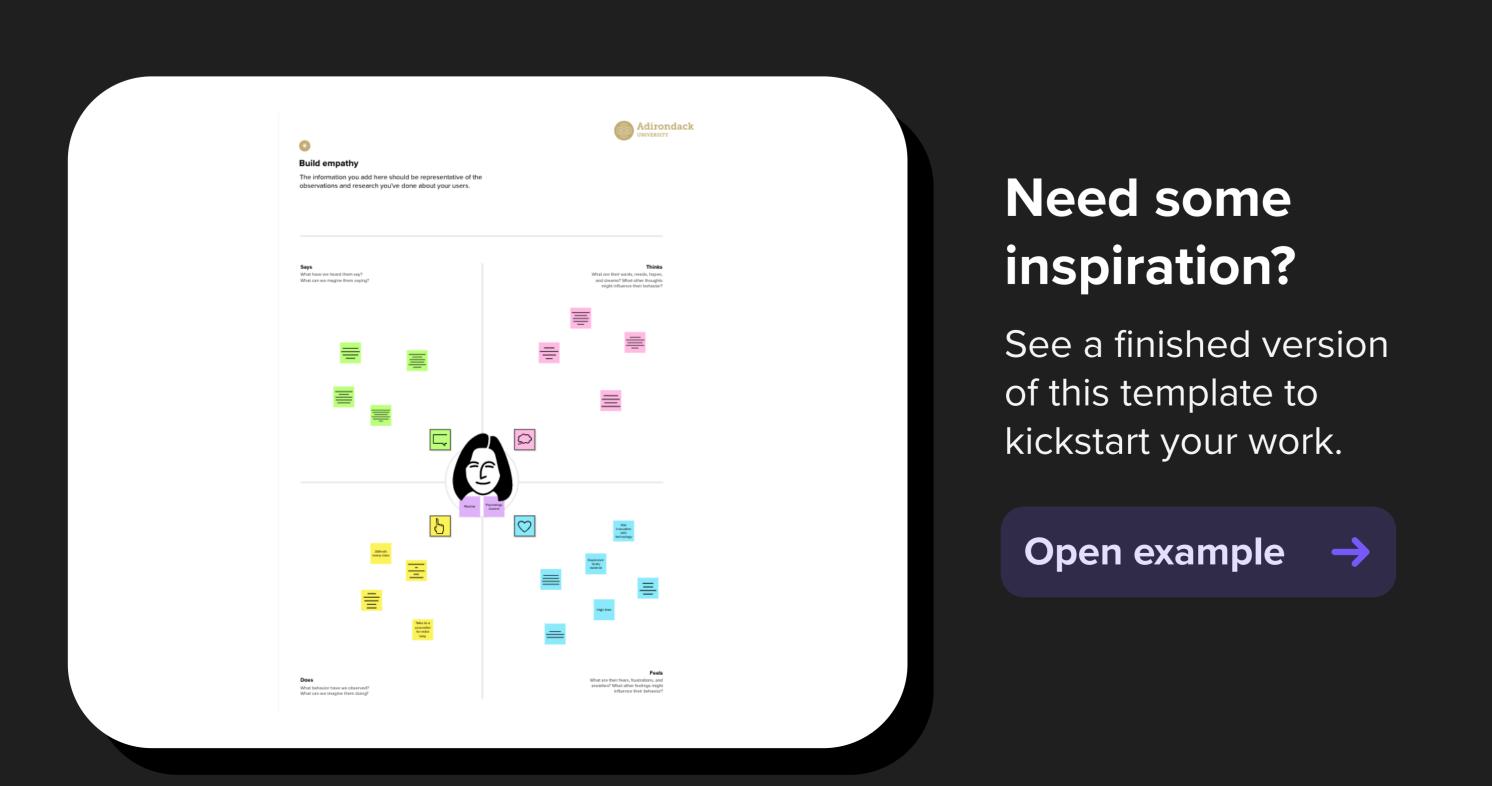
influence their behavior?

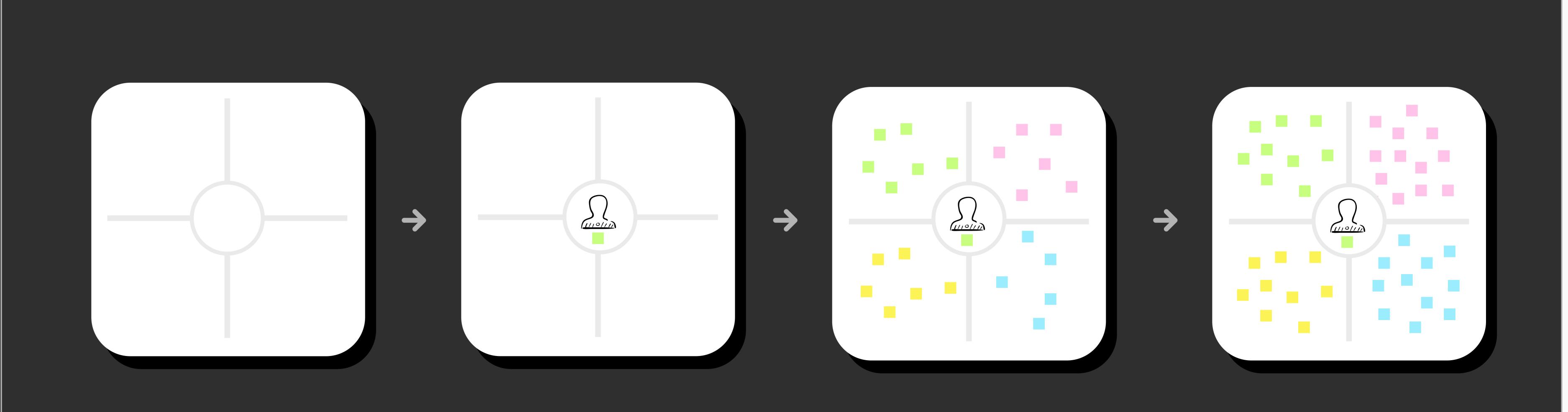
**Feels** 

**Build empathy** 

The information you add here should be representative of the







related to flying,

turbulence, or

the possibility of

accidents