

Empathy Map.

REPRESENTS WHAT OUR TARGET USERS THINK, FEEL, SAY, AND DO TO BETTER UNDERSTAND THEIR MOTIVATIONS AND FRUSTRATIONS.

PAINS

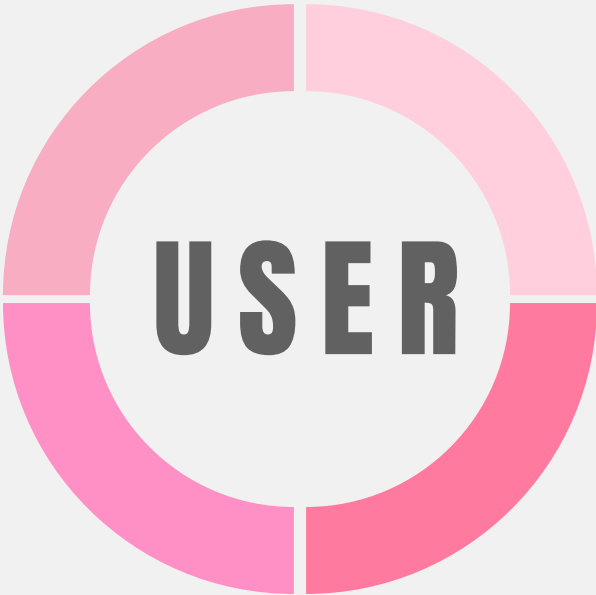
GAINS

THINK & FEEL

LOSING CUSTOMERS TRUST
RISE OF COMPETITION FROM HIGH-SPEED RAIL

SAY & DO

LOSING CUSTOMERS TRUST
RISE OF COMPETITION FROM HIGH-SPEED RAIL



SEE

LOSING CUSTOMERS TRUST
RISE OF COMPETITION FROM HIGH-SPEED RAIL

HEAR

LOSING CUSTOMERS TRUST
RISE OF COMPETITION FROM HIGH-SPEED RAIL

OUR COMPETITORS

GOODREADS

- **PURPOSE** : BOOK TRACKING AND REVIEWS.
- **KEY FEATURES** : ADD BOOKS, TRACK READING PROGRESS, WRITE REVIEWS, JOIN READING CHALLENGES.
- **PROS** : STRONG COMMUNITY, MASSIVE DATABASE, PERSONALIZED RECOMMENDATIONS.
- **CONS** : FOCUSED ONLY ON BOOKS, OUTDATED INTERFACE, LIMITED CULTURAL SCOPE.

LETTERBOXD

- **PURPOSE** : SOCIAL PLATFORM FOR FILM LOVERS.
- **KEY FEATURES** : LOG MOVIES, CREATE WATCHLISTS, POST REVIEWS, FOLLOW USERS.
- **PROS** : VISUALLY APPEALING, GREAT FOR FILM TRACKING AND DISCOVERY.
- **CONS** : FOCUSES ONLY ON FILMS, LACKS EDUCATIONAL OR GUIDED EXPLORATION.

SPOTIFY

- **PURPOSE** : AUDIO STREAMING PLATFORM.
- **KEY FEATURES** : PERSONALIZED PLAYLISTS, PODCAST DISCOVERY, LISTENING STATS.
- **PROS** : ADVANCED RECOMMENDATION SYSTEM, HUGE CONTENT LIBRARY.
- **CONS** : PASSIVE CONSUMPTION, LIMITED CONTEXTUAL LEARNING OR CULTURAL FRAMING.

UNDERSTANDING HOW OUR COMPETITORS WORK

Competitive Analysis.

Competitive Analysis.

UNDERSTANDING HOW OUR COMPETITORS WORK

