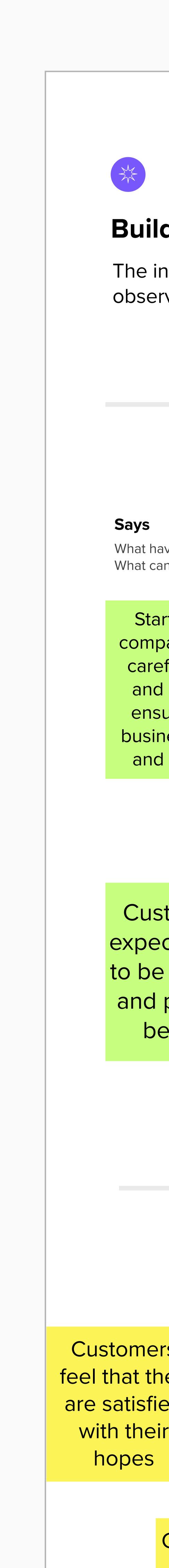


Empathy map

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.





services

What behavior have we observed?

What can we imagine them doing?

Does

the trend



Thinks

and dreams? What other thoughts

Customers

want

Hospitality

and

cleanliness

Customers are

influenced by

Advertisements

and Offers with

Gift Vouchers

Customers

fear mostly

about the

quality of the

food

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

Feels

the plate

might influence their behavior?



