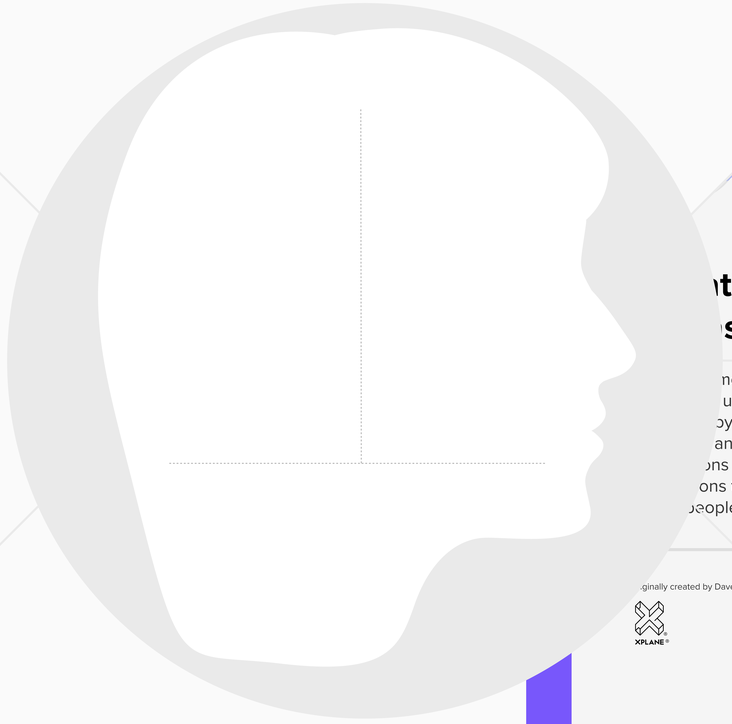

...thy map
...s

...nework to empathize with
... user, or any person who
...by a team's work.
... and discuss your
...ons and note your
...ons to gain more empathy
...eople you serve.

...iginally created by Dave Gray at

XPLANE®

Share template feedback

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

other stakeholders in the flight delay scenario would be individual passengers of airline

airline individual airports government bidies

The role of all stakes in the situation is to ensure that the delay in contain is predicated

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes, and dreams?

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

I will complete the project soon

Pilot and ticketing agent

watching places in between clouds

high rate

they may also feel excited and optimise about their upcoming adventure

they may also feel anxious about making the right decision and getting the best deal

they see a range of flight options and prices, which can be overwhelmed or unsure about which option to choose

they may also ads and promotions from various airlines

feeling overwhelmed by tge number of flight options and prices

struggling to find a flight that its their schedule or preference

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?

What have we heard them say?
What can we magine them saying?

What other thoughts and feelings might influence their behavior?

pressure from management to improve placement rates

feedback from factuly on student readiness for industry roles

In this travel not easily because the ticket price is heavy ree

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

booking a flight that fits their budget and schedule

choosing an airline that and feel comfortable with

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →