

## 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.



## **Build empathy**

The information add here the representative of the observations and research we've done about the users of travelling apps.





what people mostly says about travelling apps?

> Most basic information of the travelling must be presented during the trip.



Accessing information from their own language and have their own preferences.



What people think

What people think about travelling

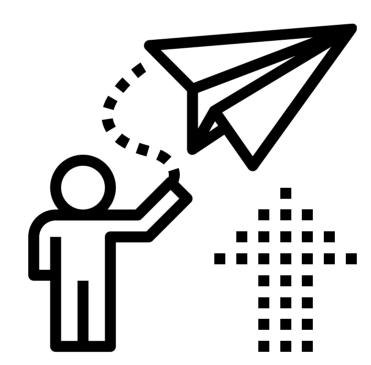
Make it easy for people to travel from point A to point B when in a foreign city or nation.



Affordable price for everyone and In-app languge translation help people understand better.

Currency rate converter and location based emergency system is an actual need.

People using the travelling apps to get the better life-time experience.



Travelling apps are utmost need nowadays because they are organized, compact and save thier time.



What people do in travelling apps?

What people do

Best in class customized and Improved Services.

Slow app response and localisation problems makes app hard to manage.

Security threats and Privacy issues



Bad service and overrated crowds

What people fears

What people fears about travelling

Share template feedback

