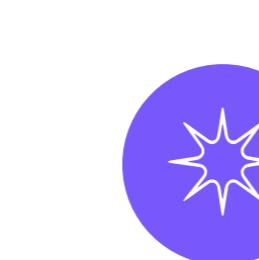


## Empathy map

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.

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### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

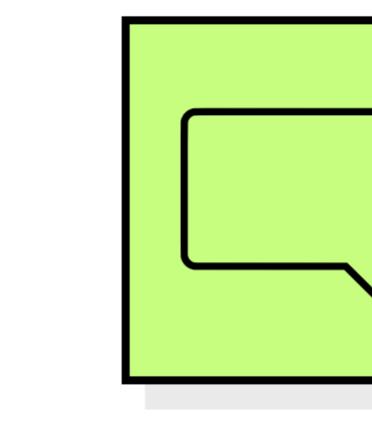
#### Says

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

we have heard them saying that flight are most costliest



We have heard them saying that flights are the fastest



They want to enjoy there travel without worry

They hope get good service

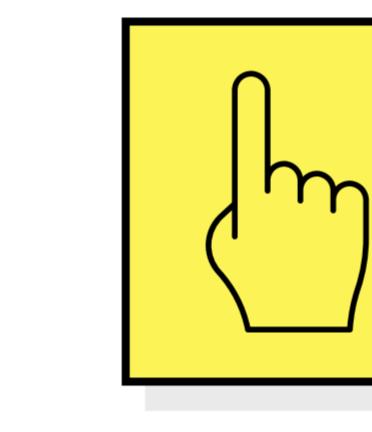
They dream to have a beautiful view

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

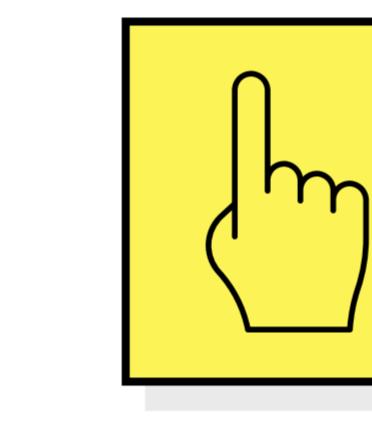
#### Does

What behavior have we observed?  
What can we imagine them doing?

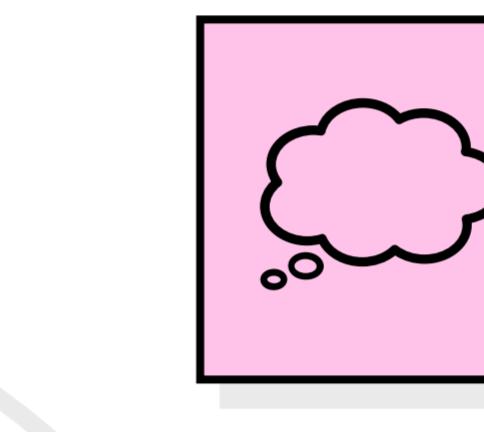
They may leave the bathroom unclean



most of the people enjoy sight seeing though the windows

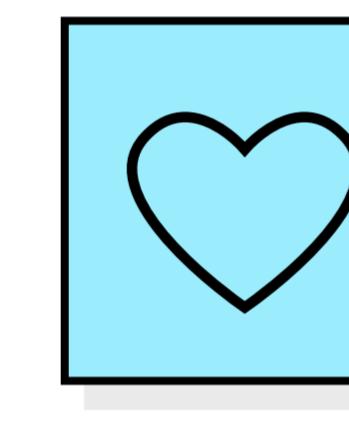


most of the people fear about flight highjack's



They are some time frustrated about the service like food they like is not available

most of the people anxious about there safety



They fear that there may be technical default being in the air

#### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

