

# Empathy Map



Name: Jessica

Age: 29

Occupation:  
Marketing

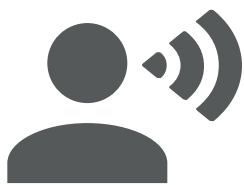


## Google Maps:



### Tasks:

- Navigate in the fastest possible time
- Find and verify business & location info
- Share location specific info
- Use Streetview to verify physical info



### Influences:

- Never used 'traditional' GPS
- Ability to check businesses etc
- Requests for reviews on maps



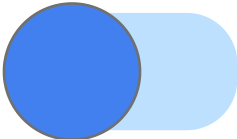
### Goals:

- Avoid traffic delays
- Find location specific information
- Access to community consensus



### Feelings:

- |             |             |
|-------------|-------------|
| Comfort     |             |
| Contentment | Concern     |
| Confidence  | Frustration |



### Pain Points:

- Data Accuracy
- Privacy
- Alternate routes

