Empathy Map Canvas

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Date:
Version:

Sammy is an university student who loves to travel. He is also a gym rat and love to eat hotel breakfast.

① 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?

GOAL

② 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?

- Early check in/out to avoid the queue.
- Use digital key card to access his room.

- To check for hotel gym usage so he can avoid the crowd.
- To reserve a spot in the cafe so he can enjoy his hotel breakfast.

From his traveling friends:

- "Is it a good time visit the cafe?"
- "Is the gym room occupied now?"

⑦ What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

- Missing out breakfast
- Occupied gym room.
- Losing key card
- Need to pay for his friends

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

- Be able track the hotel facility usage and plan his activities in the hotel accordingly.
- Be able to make purchase with his phone

What other thoughts and feelings might motivate their behavior?
- peer pressure/influence

⑥ 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?

- "I forgot to bring my wallet, can you buy me a coffee. I'll pay you later."
- "Opps, I lost my key card!"

③ 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?

- He always see the hotel gym full of people (and cafe)
- He always see people forget key cards in the gym.

④ What do they SAY?
What have we heard them say?
What can we imagine them saying?

- "If I know how many people are using the gym, I can plan my time more efficiently. Perhaps I can eat breakfast before going to the gym!"
- "Using mobile app to access is a great idea because I always misplace my keys!"

⑤ What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

- Use the mobile app to access hotel facilities.
- Use the mobile app to purchase coffee in the cafe.
- Check the hotel usage in the morning.
- Decide if he should go to gym or breakfast.