Template

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.

Share template feedback

Need some inspiration?

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

Open example

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 magine them saying?

Thinks

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?

Feels

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

Give them a name and a portrait to emapathize with your persona

This project is used fot flight booking

flight booking and estimate the ptice to the people

To share travel stories and tips their passengers.

In flight magazines have always been a way for airlines.

I was frightened by the idea of hoping, I was of raid that I may not get what i dream of again

Dreams make you take chances, but chances can bring more opportunities.

Source of influencers very, markeeters target easily identifiable influencers,

such as journalists, industry analysts and high profile executives.

Route is collected with features such as Duration, source, Destination, Arrival and Departure.

Flight will have better knowledge on discount and right time to buy the ticket..

Random forest shows the best accuracy of 80%for predicting the flight price

It is helpful for the people to booking.

The more likely the shopper will buy the consumer will become a loyal user

People with aerophobia may be scared about different Aspects of flying. such as take off, landing or gatting locked in the plane.

Aerophobia is an extreme fear of flying in an airplane.

The richer the emotional content of a brand or product's mental representation.