07 Empathy Map

An empathy map helps understand a user's thoughts, emotions, and needs, guiding the application's design and development.

Says

- "I want to discover new places with my friends."
- "I can't spend a lot, I'm a student."
- "Most outings are becoming boring and repetitive."
- "I love posting my outings on Instagram and TikTok."

Thinks

- "There must be fun and affordable places I don't know about."
- "Outings should be more exciting, not just cafés and malls."
- "I need an easy way to plan without wasting time."
- "Special student offers would really help me save money."



Feels

- Curious about exploring new spots.
- Excited when trying something different.
- Frustrated by limited budget.
- Bored with repetitive routines.
- Motivated to share unique content online.

Does

- Hangs out with friends on weekends.
- Uses social media for inspiration.
 Takes photos and creates stories
- Takes photos and creates stories from every outing.
- Searches for recommendations in online groups.
- Chooses budget-friendly options most of the time.

Says

- "I want to discover the real Egypt, not just the tourist side."
- "I hope I can find authentic food and safe places."
- "Transportation is confusing here."
- "I don't want to waste money on tourist traps."

Thinks

- "I need clear and trusted recommendations."
- "Language might be a problem when asking locals."
- "Maps and guides should be easy to use."
- "I want my trip to be memorable and smooth."



Feels

- Curious
- Adventurous
 Excited about history
- Excited about history and cultureSometimes anxious about safety
- Frustrated when overcharged or misinformed

Does

- Uses Google Maps, TripAdvisor, and Instagram for planning.
- Takes photos and shares updates on social media.
- Checks reviews before visiting any place.
- Asks hotel staff or online groups for suggestions.
- Avoids unknown areas at night.

