DESIGN THINKING

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EMPATHY MAP ON FOOD APPLICATION

MEANING

An empathy map helps us understand the user's feelings, behaviors, motivations, and challenges. For a food delivery app, the users may include college students, working professionals, families, and homemakers who frequently order food online.

The empathy map is divided into four major sections—Says, Thinks, Does, and Feels—and each section provides deep insight into user needs and pain points.

Components of an Empathy Map

1. SAYS (What the user openly expresses)

This section includes the statements that users commonly say while interacting with a food delivery app.

- "I want food delivered fast; I don't like waiting too long."
- "I hope the food is fresh and exactly like what was shown."
- "Why are delivery charges so high?"

2. THINKS (What the user is thinking but may not say directly)

These are internal thoughts, worries, and considerations that influence user decisions.

- "Is this restaurant trustworthy? Will the food taste good?"
- "Is it safe to order food late at night?"
- "Are the ingredients fresh? Is the food hygienic?"

3. DOES (User's actions and behaviors)

This section describes what users actually do when interacting with the app.

- Browses menus, searches for restaurants, and applies filters (cuisine, rating, budget).
- Compares prices between different restaurants before ordering.
- Reads ratings, reviews, and photos posted by other customers.

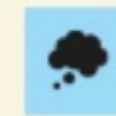**4. FEELS (Emotional responses of the user)**

This shows the emotions users experience during the food-ordering journey.

- Excited when they find good deals and offers.
- Happy when the food arrives on time.
- Satisfied when the food tastes good and matches expectations.

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

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

Says

I am too tired to cook, let me order online.

The delivery is taking too long.

This app has so many discounts.

I hope my order is correct this time.

Thinks

Will the food be fresh and hot?

Which restaurant has the best taste and fastest delivery? 🚚

Is it worth paying extra delivery charges?

What if my order gets cancelled or delayed?

TUMMY TALES

An Online food applications is a digital platform that allows users to browse menus, order meals and get food delivered from restaurants to their doorstep.

Does

Applies discount coupons before checkout.

Opens the app and browses restaurants/menus.

Leaves ratings and reviews after delivery.

Tracks the order status in real time.

Feels

Excited when food arrives on time.

Frustrated if the order is late or wrong.

Happy when discounts and offers save money.

Guilty sometimes for eating too much junk food.

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?

👁 See an example

Benefits of Using an Empathy Map

1. Deepens understanding of the user Helps teams clearly see what the user thinks, feels, does, and says.
2. Improves user-centered design Ensures products and services are built based on real user needs.
3. Identifies pain points and motivations Reveals user frustrations, desires, expectations, and challenges.
4. Aligns team understanding Everyone gets a shared, consistent view of the target user.
5. Enhances decision-making Provides insights that guide better product, marketing, and design decisions.

CONCLUSION

The empathy map clearly shows that users of a food delivery application want a fast, reliable, affordable, and convenient experience. Their decisions are shaped by factors like trust, hygiene, cost, speed, and app usability. By understanding what users say, think, do, and feel, developers can improve the app's interface, features, customer support, and overall service quality.

This empathy map helps create a more user-centered food delivery application that better meets expectations and reduces pain points.