

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.



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?

I need an app can display and recomments me the attractive tourism place

I need a tourism guide during travelling

Doesn't trust certain tourism guide online without verification

Thinks

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

Would most likely raty on other traveller reviews and feedback

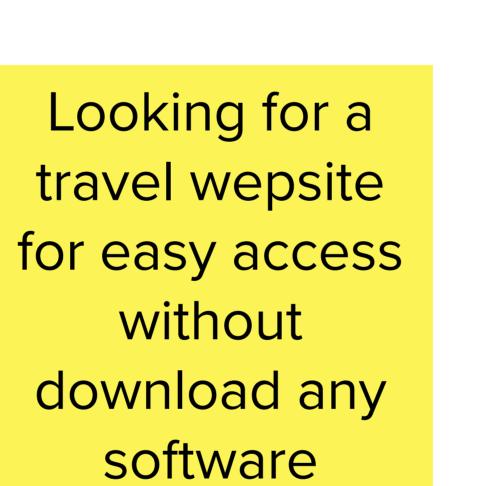
Values cost and time efficiency, worth to visit

rism ine t

Wants ease and convenience of planning a trip

I don't want a unsufficient application that is showing too much results

I want promote business onlines



Searching feedbacks ang comments of travellers from a lots of wepsites

Canot get the very accurate result

Headache

Ask friends who visited to that place, or asking on a biogsocial media

What behavior have we observed?

What can we imagine them doing?

Does

Translation the not understandable language

Not understandable language

Wasting of time and energy

Feels

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

Share template feedback

