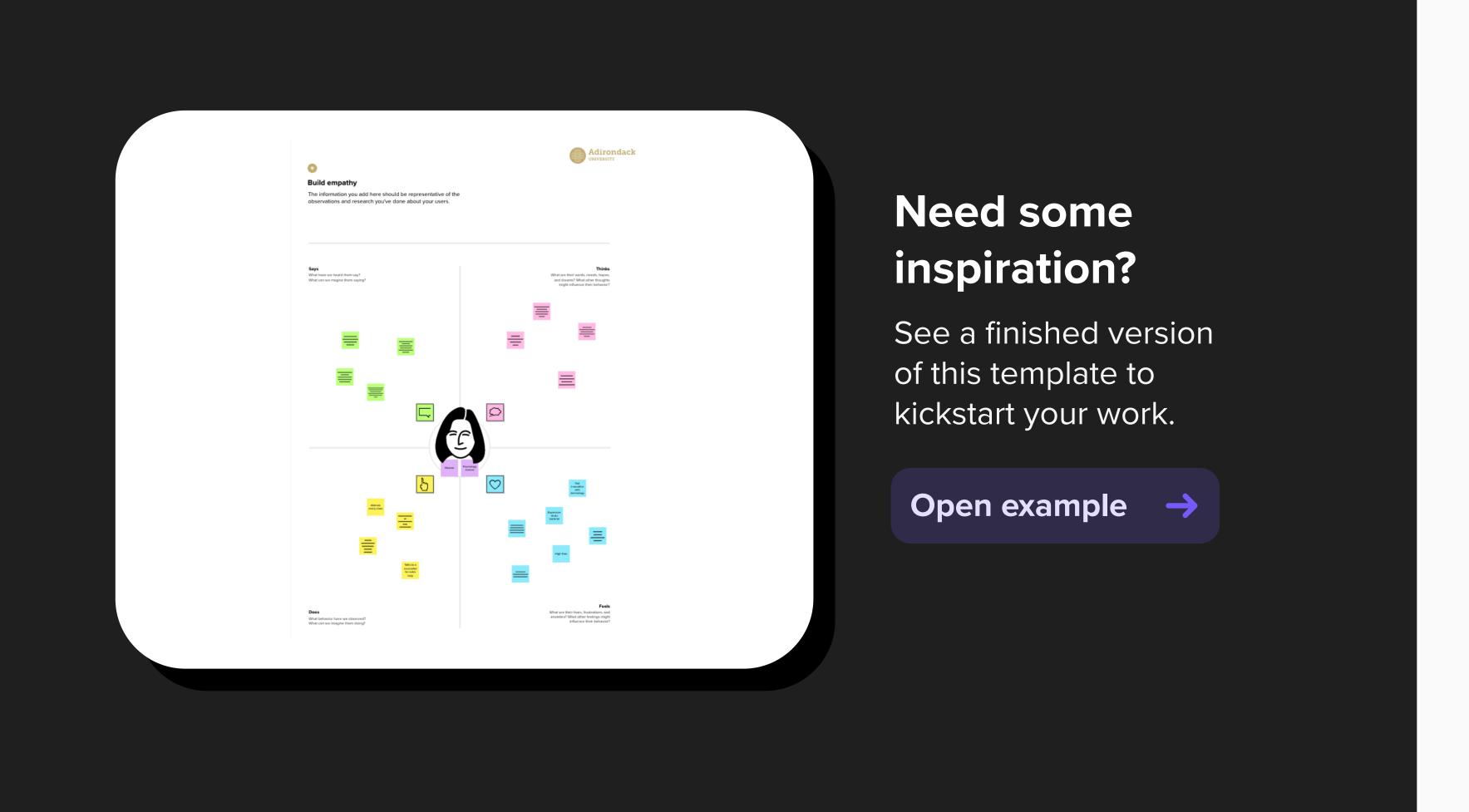


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback





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?

Booking a visa slot is complicated, and i don't want to miss any important information or requirements

A CRM application

that simplifies

the visa booking

process and

provides step-

by-step guidance

CONFIDENCE THAT

THE APPLICATION

WILL BE APPROVED

GIVING THE

TRAVELER PEACE OF

MIND

What behavior have we observed?

What can we imagine them doing?

Does

I need to apply for a visa to travel overseas for a vacation

Searches for information on visa requirement, gathers necessary document and completes the application from

I want a CRM application that can simplify the visa booking process and guide me through the

steps revired

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

> I need arelible source of information that is easy to understand and proviodes step-by-step guidance

Thinks

confused about the process stessed about the outcome and hopeful that the application will be apporoved

APPLICATION THAT HELPS TO BOOK VISA SLOT

CRM

Astreamlined application process that saves time and reduces stress

Lack of clear guidance and instructions on visa requirements

timeconsuming and complicated application process

Feer of being denied a visa and losing money invested in the application

Feels

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

