Empathy map

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HEARS

Sarah: Friends discussing their travel preferences and past experiences.

Rodger: Comments about how planning can be stressful or fun, depending on the group dynamics.

Aisha: Feedback from friends about their preferences for structured versus spontaneous activities.

Mike: Friends expressing excitement about last-minute plans or adventures.

Linda: Conversations emphasizing the importance of communication and inclusion in group settings.

David: Discussions about budgeting and how it affects trip decisions.

SEES

Sarah: Visuals of beautiful destinations shared by friends on social media.

Rodger: Group photos from past trips that spark nostalgia and excitement.

Aisha: Organized itineraries and spreadsheets displayed on her computer or phone.

Mike: Friends enjoying spontaneous activities without strict schedules.

Linda: Friends engaging in discussions during planning sessions, showing varying levels of enthusiasm.

David: Price comparisons for accommodations and activities visible on travel websites.

SAYS

Sarah: "We pick a destination based on everyone's interests."

Rodger: "I prefer to let someone else take the lead on planning."

Aisha: "I create spreadsheets to compare options."

Mike: "I enjoy spontaneous trips; planning takes away excitement."

Linda: "Effective communication is vital for inclusion."

David: "Splitting costs evenly works best for us."

Does

Sarah: Initiates group chats to discuss plans and preferences.

Rodger: Often goes along with others' plans without voicing his own preferences.

Aisha: Actively researches and organizes travel options using spreadsheets.

Mike: Spontaneously suggests activities during trips, often without prior planning.

Linda: Facilitates discussions among friends to ensure everyone's voice is heard.

David: Keeps track of expenses during trips to ensure fairness in spending.

Thinks

Sarah: Believes that setting a budget upfront helps avoid financial tensions.

Rodger: Thinks discussing money with friends is awkward but necessary.

Aisha: Feels that defining roles can prevent conflicts during trips.

Mike: Thinks too much structure in planning can hinder enjoyment.

Linda: Considers that everyone should feel included in decisions to enhance group dynamics.

David: Believes that clear communication about expectations is essential for a smooth trip.

Feels

Sarah: Feels excited about planning but anxious about potential conflicts.

Rodger Experiences relief when others take charge but feels guilty for not contributing more.

Aisha: Feels empowered when organized but stressed if plans fall through.

Mike: Feels liberated by spontaneity but sometimes frustrated by indecision in the group.

Linda: Feels responsible for group harmony and is often concerned about others' feelings.

David: Feels comfortable discussing finances but uneasy when friends have differing budgets.

PAIN

Communication Issues:
- Misunderstandings can lead to conflicts about plans or preferences.
- Example Quote (John): "We had a disagreement about dinner choices; we laughed it off later."

Budget Constraints:
- Financial discussions can create discomfort among friends.
- Example Quote (Rodger): "I find it hard to talk about money with friends."

Role Confusion:
- Lack of defined roles can lead to inefficiencies and conflicts.
- Example Quote (Aisha): "Defining roles can prevent conflicts."."

Planning Stress:
- The planning phase often creates stress due to differing expectations.
- Example Quote (Sarah): "There was a time we disagreed on whether to go hiking or relax at the beach."

Inflexibility in Planning:
- Too much structure can hinder spontaneity and enjoyment.
- Example Quote (Mike): "I enjoy spontaneous trips; planning takes away excitement."

GAIN

Shared Experiences:
- Bonding through shared activities enhances friendships.
- Example Quote (Rodger): "We often joke about our mishaps during trips, which helps us bond."

BCultural Engagements:
- Unique cultural experiences enrich travel enjoyment.
- Example Quote (Linda): "I love cultural experiences like cooking classes."

Flexibility in Planning:
- The ability to choose when to work enhances satisfaction with the process.
- Example Quote (Linda): "I like to create an itinerary but also leave room for flexibility."

Memorable Moments:
- Cherished memories from trips contribute positively to friendships.
- Example Quote (Sarah): "After trips, we usually have a dinner where we share our favorite moments."

Adventure and Thrill:
- Engaging in adventurous activities adds excitement to holidays.
- Example Quote (Aisha): "I'm all about adventure sports! The thrill is what makes holidays memorable for me."