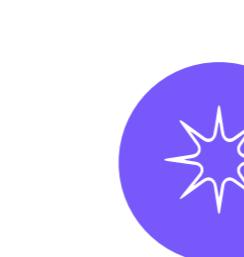


Empathy map

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 imagine them saying?

I always try to find the best deals on flight.

Best deals on flight to predicate the price

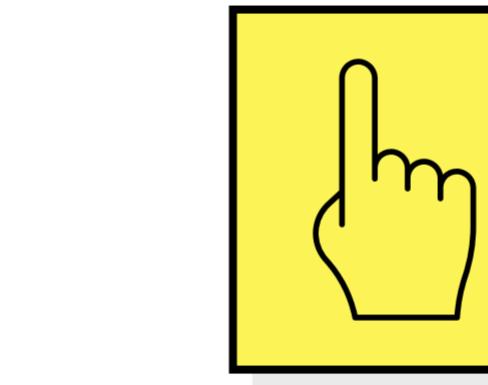
Look for promo codes and discounts.

I need to know when to book a flight to get a best deal.

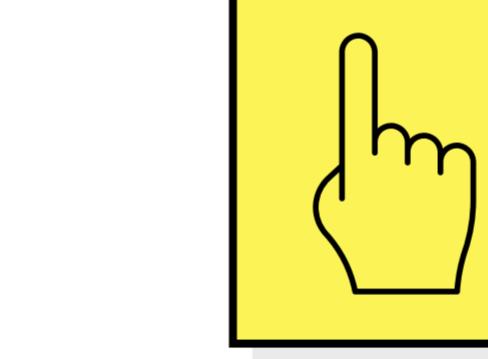
Search a multiple website for price.

Give them a name and a portrait to empathize with your persona.

Check different airlines to find the best deals.

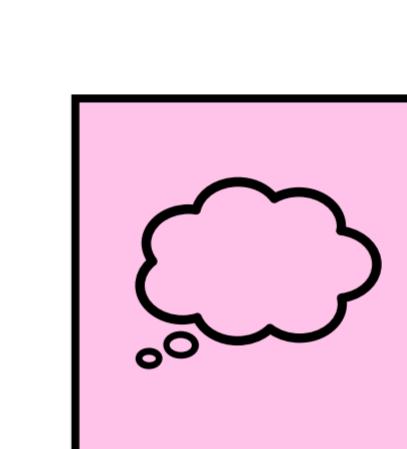


Checks prices at different times of day.



Refreshes page several times.

Confused too many contradictory prices.



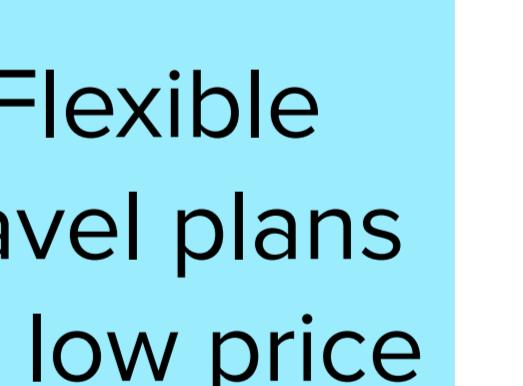
I want to know if the price will go up or down.

I wonder if there is a way to predict flight price accurately

I wish there was a way to know when the best time to book flight.

Worried about making the wrong decision.

Excited when finding a good deals.



Frustrated when prices go up unexpected.

Flexible travel plans for low price

Does

What behavior have we observed?
What can we imagine them doing?

Pain

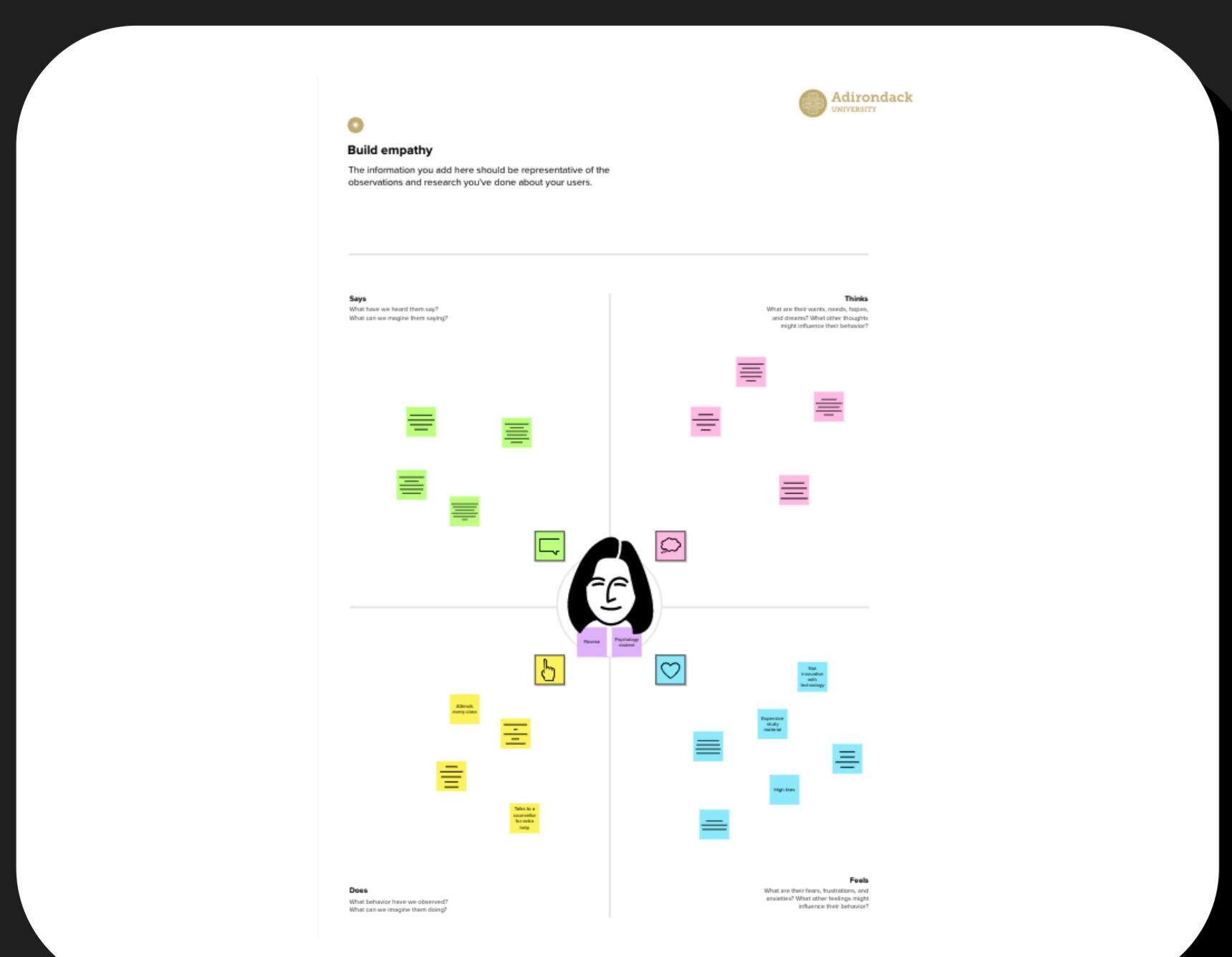
- High or unpredictable flight prices.

Gain

- Saving money on travel expenses.

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

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