

## **Empathy map**

An empathy map is a visual tool used to understand user's needs, thoughts, feelings, and behaviors, helping teams create user – centered designs and solutions.

An empathy map is a collaborative visualization tool that helps teams gain a deeper understanding of their users. It allows designers, marketers and product developers to step into the user's shoes and explore their experiences, motivations, and challenges. By capturing insights about what users say, think, feel, and do, empathy maps facilitate a more empathetic approach to design and problem – solving. |

### 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?

Promised  
Fast  
Delivery

Delivers  
even in  
remote  
areas

Discounts  
on special  
occasions

Availability  
of COD

Should  
provide  
tempting  
discounts  
and coupons

Hygienic and  
quality  
information  
about  
restaurants

Variety of  
payment  
options

Application  
should be  
easy to use



Adds multiple  
items to cart  
and  
customizes  
orders



Foodies Hub



Compares  
ratings  
and prices

Tracks  
rider  
location in  
real time

Doubt when  
reviews or  
photos seem  
unreliable

Frustration if  
delivery is  
delayed or  
order is  
wrong



### Does

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

Searches by  
cuisine,  
dietary  
needs, or  
price range



Annoyed with  
hidden fees  
and high  
delivery  
charges

Excitement  
when trying  
new  
restaurants  
or dishes

Impulsiveness  
during late  
night cravings



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See an example

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

