

Empathy Map – Food Delivery App User

1. SAYS

- “I just want my food to arrive on time.”
- “Why are the delivery charges so high?”
- “I wish tracking was more accurate.”
- “I hope the restaurant has good reviews.”
- “It’s taking too long.”

2. THINKS

- “Is this the best deal I can get right now?”
- “I hope the food arrives fresh and hot.”
- “Should I try a new restaurant or stick to what I know?”
- “I’m worried my order might be wrong.”
- “I need something quick and convenient.”

3. DOES

- Compares multiple restaurants.
- Checks ratings, reviews, and delivery time.
- Applies promo codes.
- Tracks the driver in real time.
- Repeats past orders for convenience.

4. FEELS

- Excited when favorite food is available.
- Frustrated by delays, fees, or wrong orders.
- Hungry or impatient while waiting.
- Relieved when driver is nearby.
- Satisfied when the food is accurate and hot.

5. PAINS

- High delivery charges
- Long waiting times
- Cold/incorrect food
- Limited tracking
- Inconsistent restaurant quality

6. GAINS

- Fast delivery with tracking
- Affordable prices and discounts
- Hot, accurate orders
- Easy-to-use app
- Wide variety of food options