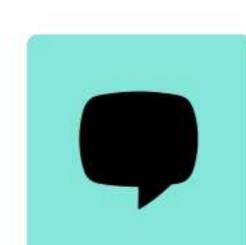# Empathy map canvas

Our empathy map, based on what users say, feel, do, think, and their pain and gain, helps us get a clear view of Travel Planning app users. This insight guides us in creating an app that meets their needs, eases frustrations, and enhances their experience.

Originally created by Dave Gray at

XPLANE®

Says
What have we heard them say?
What can we imagine them saying?

- Helps exploring all around the world
- Travelling to unfamiliar places could be dangerous
- pick a budget friendly plan
- Planning a schedule makes travel easy

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

- Expected to have weather forecast of that place
- Expect the visting place to be good
- Hoping to meet people who share the same enthusiasm for adventure
- Want to make most of my trips and create unforgettable memories

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

- Conducts online research about destinations
- Gets suggestions from friends and relatives
- Downloads travel apps to guide their planning
- Compare the apps based on the performance and prefer the best one

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

- Excited about discovering new places and their culture
- Eager to form meaningful connections with fellow travelers
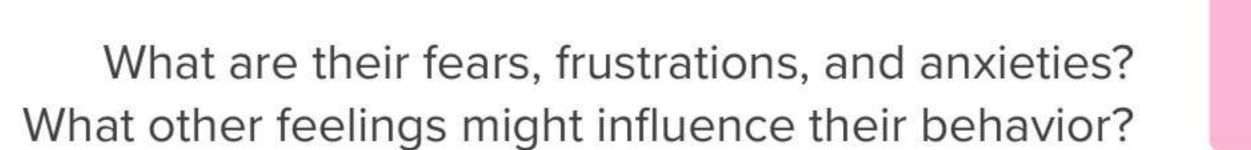- Anxious about navigating unkown territories alone
- Frustrated by challenge of finding compatible travel companions

Pain

- Fear of safety and isolation while travelling alone
- Overwhelmed by the abundance of travel information.
- fear of bad weather on the travel day

Gain

- Confident that they have covered all the aspects
- Personalized itineraries matching their preferences
- Ability to discover unique and new experience