

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

the diners-
who are
looking for a
great place to
eat

having difficult
time deciding
on which
restaurant to
go

people
searching for
a restaurant
that meets
their needs

Restaurant
recommendations
from friends and
family.

Conversations
with locals,
tips from hotel
staff.

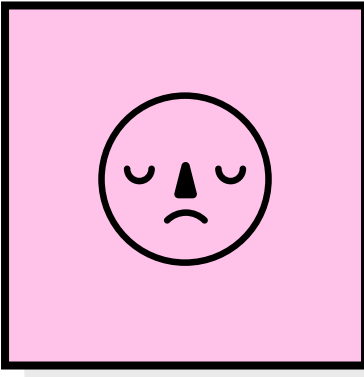
Advice from
travel guides,
fellow travelers,
and online
reviews.

GOAL

What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?



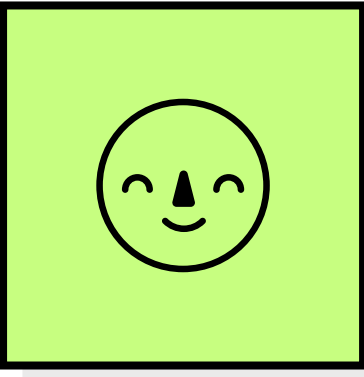
Lack of
local
knowledge

Routine dining
experiences,
difficulty in
discovering
new places.

fear of
making a
bad dining
choice.

language
barriers

Overcrowded
or overrated
restaurants



GAINS

What are their wants,
needs, hopes, and dreams?

Discovering
top-rated and
culturally
relevant
restaurants

Feeling like a
local, trying
unique dishes,
exploring
hidden gems.

having a
memorable
dining
experience.

Expanding
their dining
horizons

What other thoughts and feelings might influence their behavior?

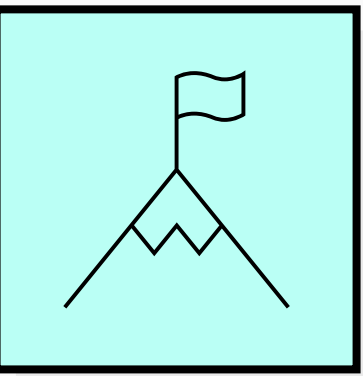
They feel
frustrated by the
overwhelming
amount of
information and
choices available

Excitement,
curiosity
and
satisfaction.

price, location,
dietary
restrictions,
and special
occasions.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



explore
diverse
dining
options.

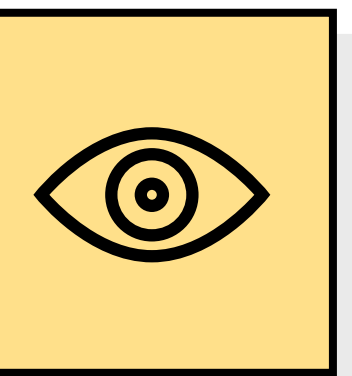
Stay updated
on new and
exciting
restaurants

Find highly
recommended
restaurants with
confidence,
ensuring a positive
dining experience.

Maps, brochures,
and online
platforms for
exploring a new
city.

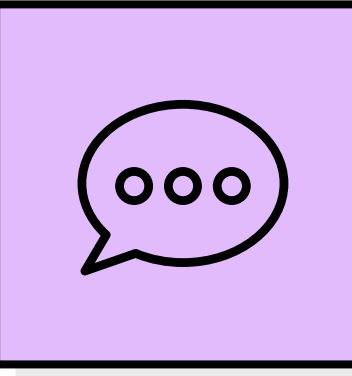
a restaurant
without its
ambiance and
food pictures

Social media,
restaurant
review
websites, food
blogs.



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



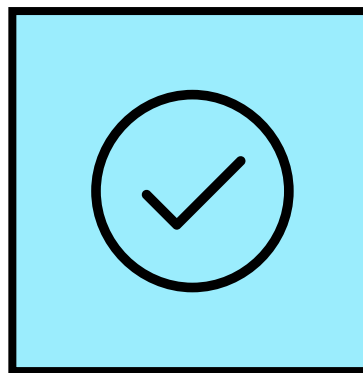
What do they SAY?

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

they want a
restaurant that
offers great food,
excellent service,
and a comfortable
atmosphere.

check the
online reviews
and use mobile
apps to find
restaurants.

Share restaurant
experiences with
friends and
recommend
places.



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

↓
searching
for a good
restaurant

checking
the ratings
of the
restaurant

explore
new dining
spots.

Post
restaurant
reviews