

## 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 **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Learn about built-in Everyone knows Aerophobia safety In the case of an that any airplane is an extreme airplane crash, a crash produces features. an abundance of recovery site fear of flying debris. may be quite in an airplane Air pressure is large. ... lower at higher altitudes, which means your body This crash remains It feels nothing takes in less the deadliest ever, oxygen. like a rollerclaiming the lives of 583 people when two coaster and you 747s collided on a don't feel like foggy runway on the you're high up island of Tenerife in the Canary Islands. Give them a name and a portrait to empathize with your persona. The front of the plane was being stripped away from  $\sim$ Although the **United** the body as we States is ranked among the 20 countries with bounced across the highest quality of air the rocky earth infrastructure, the U.S. reports the highest For the same time number of civil airliner accidents worldwide The suddenness of period, commercial the impact and *the* US air carriers had feeling of being out a total of 176 total of control as you Although the **United** The fear so many plummet to the accidents and 111 people experience States is ranked among ground would be when flying is often total injuries the 20 countries with overwhelming linked to the worry the highest quality of air that something might end up going wrong infrastructure, the U.S. and you'll be totally reports the highest and utterly helpless. number of civil airliner accidents worldwide **Feels** Does What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

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