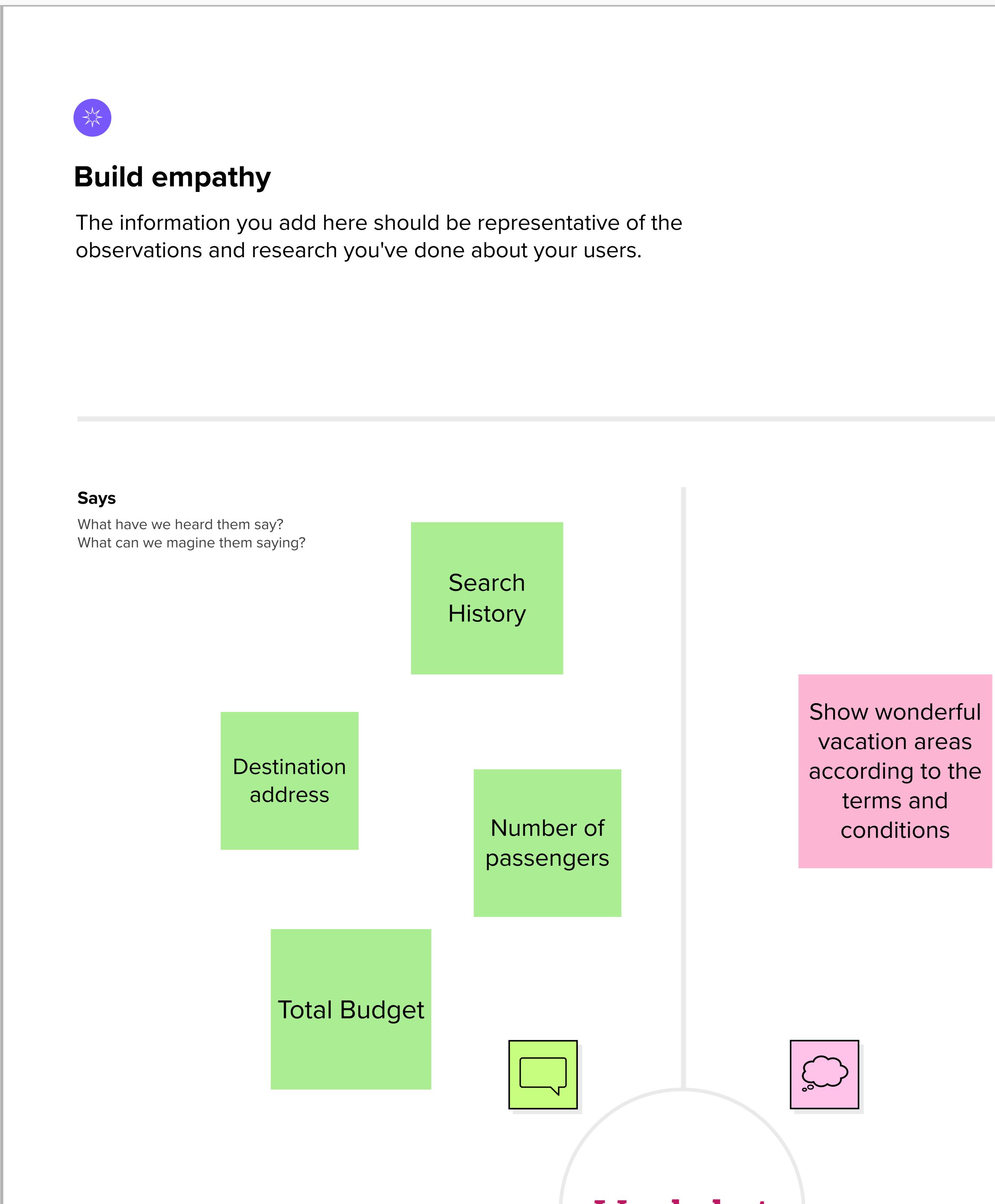


Empathy map

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.



Thinks

What are their wants, needs, hopes,

Better

Security

protection

influence their behavior?

and dreams? What other thoughts

might influence their behavior?

Check ID proof Wanderlust \sim Expected a Provide reliable vacation details about center based on the place of destination Shows the vacation address necessary nearby hotels, stationery shops,etc.. Provide a better Shows cost Good User environment reduction Interface(UI) than the strategies expected one **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might

What behavior have we observed?

What can we imagine them doing?



