

PHASE 1 | EMPATHIZE

Empathy Map

User: Hira, 20, third-year student living in a hostel

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

“Take one user from your research. In ten minutes, write one observation per sticky note in each quadrant. Keep what they said separate from what you think they felt. Stay with facts, not solutions.”

EMPATHY MAP

Says • <i>"I never know when my food will actually arrive."</i> • <i>"The delivery fee adds up so fast."</i>	Thinks • <i>Will I miss my 2 pm lab if it's late?</i> • <i>The cheaper app has worse reviews, is it worth the risk?</i>
Does • <i>Checks the live map every two minutes.</i> • <i>Orders with hostel friends to split the fee.</i>	Feels • <i>Anxious while waiting.</i> • <i>Annoyed by surprise charges at checkout.</i>

PAINS

- *Unreliable arrival estimates*
- *Hidden fees revealed late*
- *No way to reach the rider*

GAINS

- *Knowing exactly when to leave class*
- *Cheap meals that feel predictable*
- *Splitting an order with friends in two taps*