

# ASHISH B.K.



 **Age:** 25

 **Occupation:** Graphic Designer

 **Location:** London, UK

**Primary Goal:** Plan his first trekking trip to Nepal with clear guidance on routes, difficulty, and safety.

## Ashish B.K.

- **Age:** 25
- **Occupation:** Graphic Designer
- **Location:** London, UK

### Primary Goal:

Plan his first trekking trip to Nepal with clear guidance on routes, difficulty, and safety.

## EMPATHY MAP

### SAYS

- "I don't know which trek is suitable for beginners."
- "I need to make sure it's safe and affordable."
- "There's so much information online, it's overwhelming"

### THINKS

- Am I choosing the right trek?
- Will I be able to plan everything correctly?"
- "I hope I won't make mistakes or miss important details."

**ASHISH B.K.**  
Empathy Map

### FEELS

- Nervous about safety and logistics
- Excited about adventure
- Confused by inconsistent information

### DOES

- Searches online for beginner trekking advice
- Reads blogs and travel forums.

### DOES

- Searches online for beginner trekking advice
- Reads blogs and travel forums.
- Compares multiple trekking websites
- Asks friends or online communities for recommendations

## User Journey Map for Ashish B.K

| Stage                  | User Actions   | Pain Points / Challenges   | Opportunities for Website Design   |
|------------------------|--|--|--|
| <b>Exploration</b>     | Searches for trekking options in Nepal; reads articles and blogs | Overwhelmed by too many websites; difficulty finding beginner-friendly treks | Provide a <b>clear, well-organized list of beginner treks</b> with key details upfront   |
| <b>Decision-making</b> | Compares trek difficulty, costs, and accommodation               | Confused by inconsistent or incomplete information                           | Include <b>concise trek summaries</b> , ratings, and reliable guides to help her decide  |
| <b>Planning</b>        | Gathers safety tips, packing lists, and travel info              | Unsure what to prioritize; worried about missing important details           | Offer <b>checklists, safety advice, and travel tips</b> tailored for first-time trekkers |
| <b>Preparation</b>     | Finalizes trek route and prepares logistics                      | Anxiety about whether his choices are correct                                | Include <b>step-by-step guides</b> and downloadable resources for planning reassurance   |
| <b>Reflection</b>      | Shares experience with friends and online                        | Wants to feel confident about his choices                                    | Encourage <b>user feedback/testimonials</b> to build trust and guide future users        |