

RAJESH KUMAR



 **Age:** 28

 **Occupation:** IT Consultant

 **Location:** Kathmandu, Nepal

Primary Goal: Find detailed and reliable information about trekking routes, including difficulty, altitude, and trail conditions.

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RAJESH KUMAR

- **Age:** 25
- **Occupation:** IT Consultant
- **Location:** Kathmandu, Nepal

EMPATHY MAP

SAYS

- "I want accurate and up-to-date trail information."
- "I prefer detailed maps and technical details."
- "Many websites oversimplify trekking routes."

THINKS

- Is this information trustworthy and current?
- I need more than basic descriptions.'
- "I want to plan efficiently without wasting time."

RAJESH KUMAR
Empathy Map

FEELS

- Confident in trekking ability
- Frustrated by shallow or outdated content
- Motivated to explore challenging routes

✓ DOES

- Researches trek details from multiple sources
- Cross-checks information with local guides

DOES

- Researches trek details from multiple sources
- Cross-checks information with local guides
- Looks for altitude charts and route maps

User Journey Map for Rajesh Kumar

Stage	User Actions	Pain Points	Opportunities for Website
Exploration	Searches for advanced trekking routes	Limited technical detail on many sites	Provide in-depth trek pages with altitude and distance
Evaluation	Compares route difficulty and terrain	Information often too basic	Add trail data, maps, and stats
Planning	Finalises route and preparation	Lack of consolidated details	Offer downloadable trek summaries
Preparation	Reviews safety and weather info	Data scattered across platforms	Centralise weather and safety guidance
Confidence	Confirms trek choice	Needs reassurance of accuracy	Highlight verified/local information sources