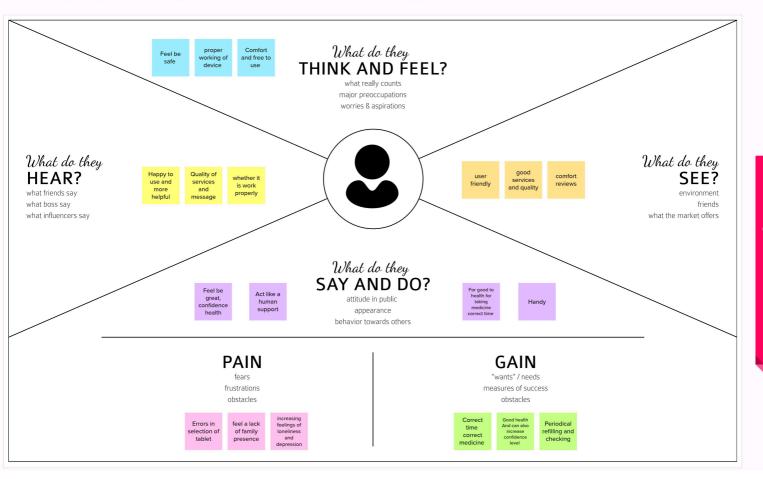# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.

Feel be safe

proper working of device

Comfort and free to use

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they
HEAR?
what friends say
what boss say
what influencers say

Happy to use and more helpful

Quality of services and message

whether it is work properly

user friendly

good services and quality

comfort reviews

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Feel be great, confidence health

Act like a human support

For good to health for taking medicine correct time

Handy

PAIN
fears
frustrations
obstacles

Errors in selection of tablet

feel a lack of family presence

increasing feelings of loneliness and depression

GAIN
"wants" / needs
measures of success
obstacles

Correct time correct medicine

Good health And can also increase confidence level

Periodical refilling and checking

Share your feedback

PROBLEM STATEMENT

P Karthick is a/an Common people
_____   _____
     user name   user characteristics

who needs   Aged people
          _____
                              user need

because   To take a medication on correct time
        _____.
                              insight

PROBLEM STATEMENT

A M Mohamed rasik is a/an Common people
_____   _____
        user name   user characteristics

who needs   Aged people
              _____
                                   user need

because   To take a medication on correct time
           _____.
                                      insight

PROBLEM STATEMENT

S Kalidass _____ is a/an Common people _____

           user name   user characteristics

who needs   Aged people _____

                                       user need

because   To take a medication on correct time _____

                                    insight

PROBLEM STATEMENT

C Nandha kumar _____ is a/an Common people _____

           user name   user characteristics

who needs   Aged people _____

                                        user need

because   To take a medication on correct time _____.

                                          insight