

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.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

Video gaming industry is a rapidly growing industry

Video gaming industry earns huge revenue in global market

Video games are accessible on computers, mobile phones, consoles etc.,

The union budget has recently announced separate tax policies for games of skill and games of chance

Customers' genre of interest plays a major role for the success of the gaming industry

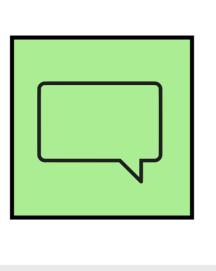
Video gaming is a income earning platform and increases customers with new launches

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

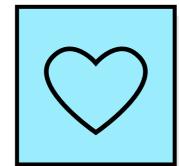
> Virtual reality video games synergise physical and mental activity, examples are badminton vr,cricket vr

The gaming industry offers games for free and subscription and provides services accordingly



UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:A COMPREHENSIVE ANALYSIS OF VIDEO **GAMES SALES**





Action-adventure games blow the lid off adventures virtually

Video games when played in group increases teamwork and upgrade decision making and quicker response

Video games provoke critical and logical thinking and reduce stress

Video games of learning such as big brain,puzzle,number and word blocks help in skill development in children and youth

Least sold genre of video games cause woe and loss to game developers

Domestically developed video games contribute tremendously to the economy and helps in economic growth worldwide Gamers get excited while playing video games also get jonesed

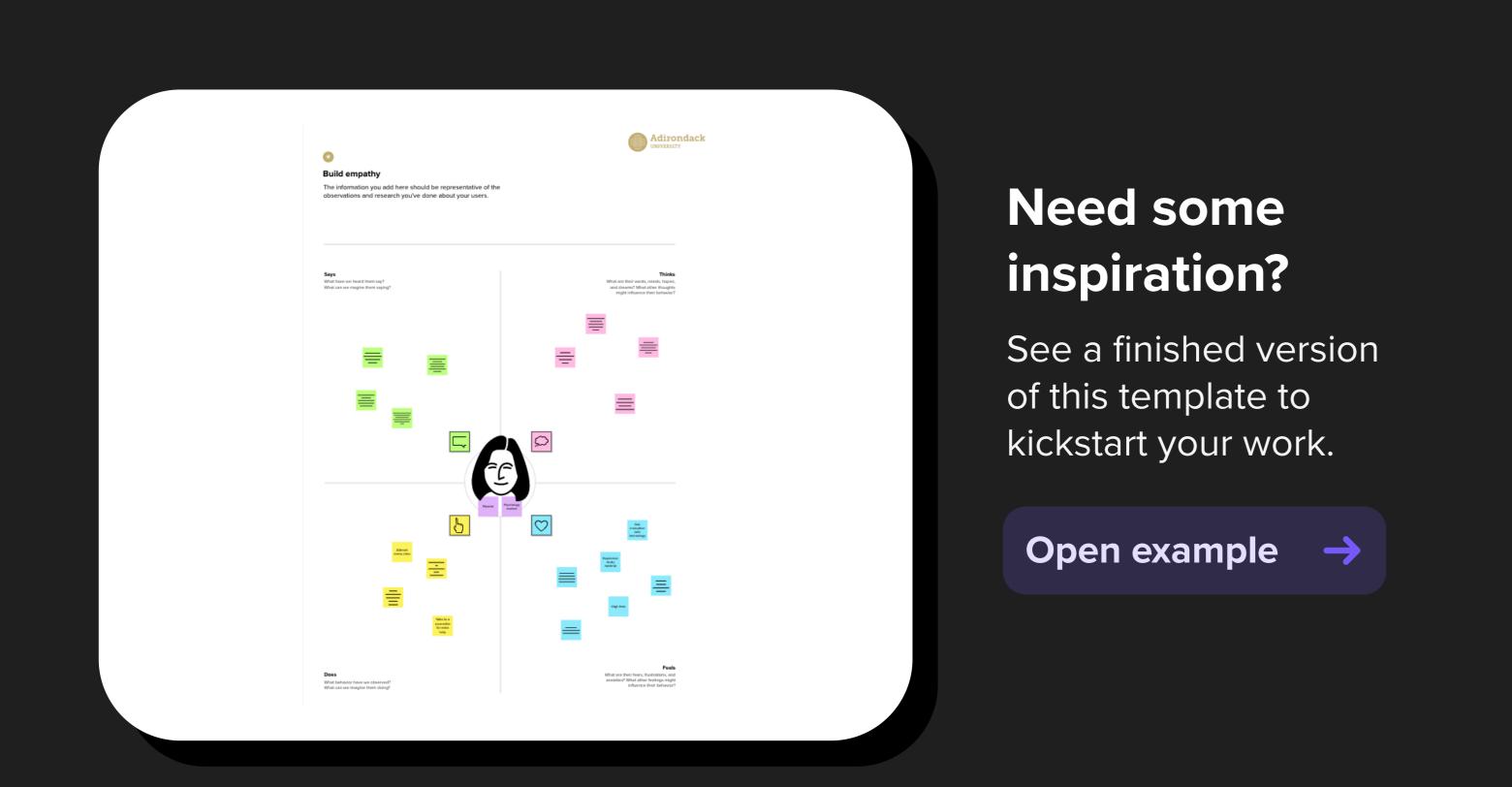
Substandard people cannot earmark their income for costly games

Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



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