

## Empathy Map Canvas – *Video Conferencing Web App*

### Target User:

**Remote professionals, students, and freelancers** who need reliable, accessible, and secure video communication tools.

### Says

- “I need a meeting tool that just works—without downloads.”
- “I don’t want to sign up just to join a quick call.”
- “I want my video and audio to be clear, even with slow internet.”
- “Can I screen share with just a click?”

### Thinks

- “What if the app crashes in the middle of an important meeting?”
- “This looks too complex—can I use it without technical help?”
- “Will my data and calls be secure?”
- “Can I trust this tool for client meetings?”

### Sees

- Crowded dashboards in big tools like Zoom or Teams
- Confusing setup instructions and permission requests
- Frequent lags or glitches on video calls
- Pop-ups asking for software installations

### Hears

- “Try this simpler tool instead.”
- “This one works in the browser.”
- “You don’t need to create an account to join.”
- “It’s secure and doesn’t track much.”

### Pains

- Complex UI with too many buttons
- App downloads wasting time
- Video/audio lag ruining communication
- Lack of control over participants as a host

### Gains

- One-click access to meetings
- Smooth audio/video even on poor connections (via Agora)
- Easy screen sharing and chat features
- No installation or setup required
- Secure login and lightweight interface

### Summary Insight

Users want a **simple, browser-based conferencing app** that is **fast, intuitive, and reliable**, without the burden of installing software or handling clunky controls — especially under time pressure or weak internet connections.