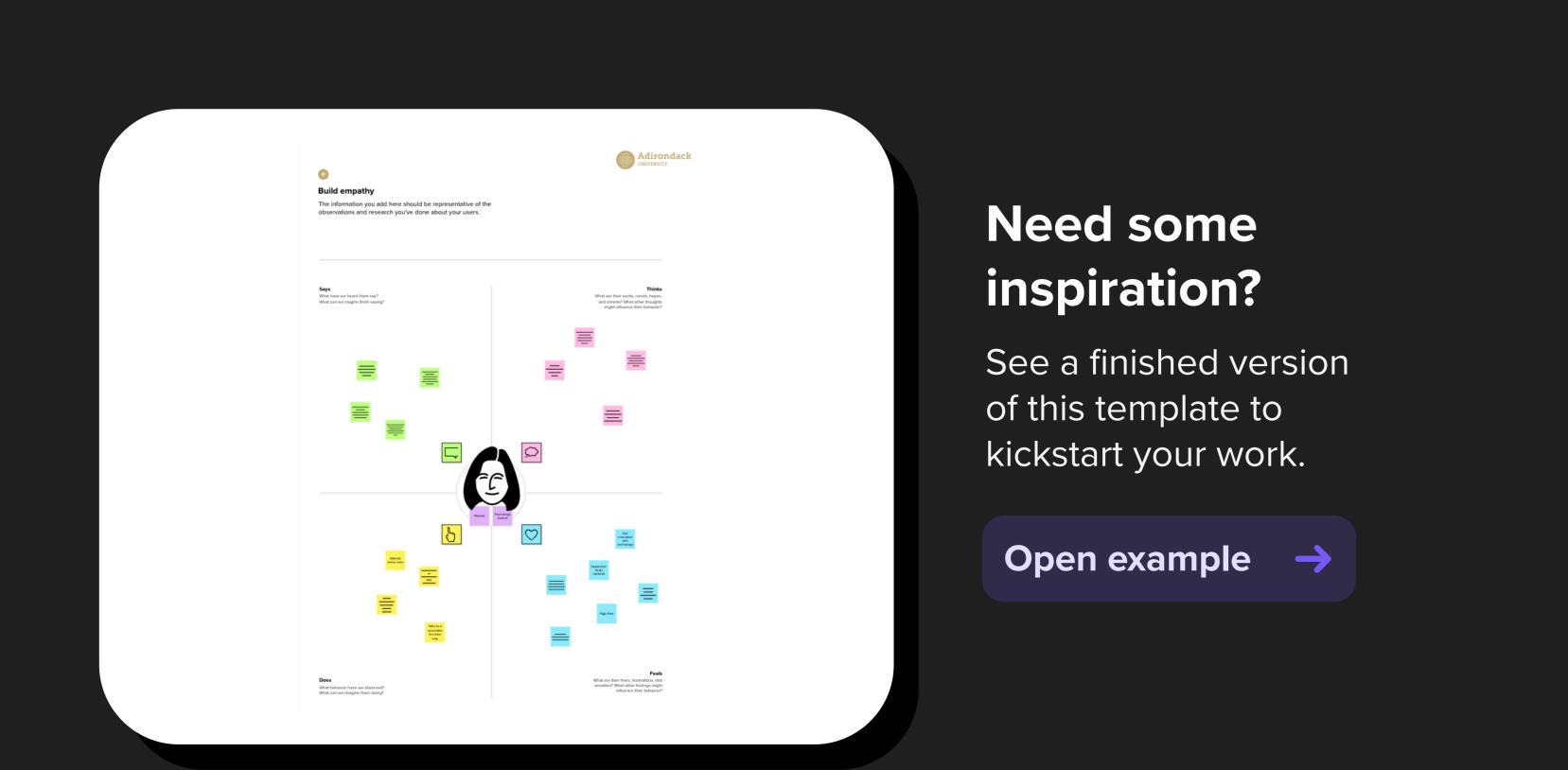


# Empathy map

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**

#### SMART BILLING SYSTEM FOR WATER SUPPLY

### THINKS AND FEELS

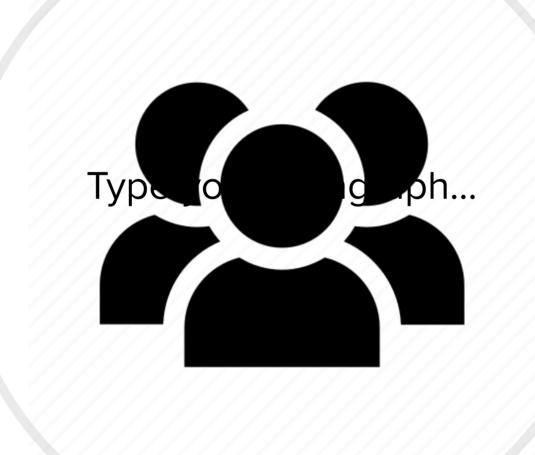
They feel grateful, as it provides them with clean drinking water.

They may also feel frustrated if they have trouble registering or adding money to their payment card.



Sees water trucks arriving to fill the tanks with water.

They also see the special devices that read and write information on the card.



#### PAIN

.Difficulties with registering
.Adding money to their payment card
.not having access to the water delivery service in their area.

# Gain

.Access to clean drinking water

Able to pay for it easily using the payment card.

# **DOES**

They need to register with the fill station to use the water delivery service and get a special card to pay for the water.

They also need to add money to the card using a website.

# HEAR

They may hear the sound of the water truck as it fills up its tanks.

They hear instructions from the fill station staff on how to use the payment card and add money to it.