

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Team lead-
vishva
Team member-
Ranjithkumar

Team member-
kogila
Team member-
prasanna
Team member-
Anandhi

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

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

“wants” / needs
measures of success
obstacles

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