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Empathy map for understanding customer problems

THOUGHTS AND FEELINGS

*What are the things to be count?
what are worries and expectation?*

Meeting
customer
Expectation

Major
problem
and effects

SEE

*what market offers?
what the data convey?*

Analysing
the data

Tracking
profit and
loss

understanding
the data



HEARING

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

Updating
the
Product

Solution
for
Customers

PROCESS

Attitude in public

Gathering
and
Cleaning Of
Data

Preprocessing
the Data