Empathy Map Canvas

Gain insight and understanding

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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

- SANTHAKUMAR P
- PRAVEEN H S
- PRASHANTHKUMAR R
- V.MONISH

can be applied anywhere?

could all people understand?

It would be a paid or unpaid application?

would be regularly updated with new informations?

will this meet my needs?

Excited about the idea

Confused...

I've been keenly waiting for this feature long time.

Concerned about privacy

would app affect my mobile performance worried

It will raise your levels of living.

It facilitates a deeper understanding of you.

would you be able to adopt with this new technology?

He / she observes people feel happy for her.

What makes this software better?

The software gradually catches up with others.

Now it is easy to understand The better

Can it translate every move I make?

You may now communicate effortlessly.

You are now free to speak whatever you want.

" This is a chance to raise the standard of living "

There won't be any more circumscription in life.

PAIN
fears
frustrations
obstacles

MY colleagues find it challenging to comprehend my thoughts.

I find it hard to communicate with people.

I went through the majority of the humiliations

I'm unable to articulate my feelings clearly.

GAIN
"wants" / needs
measures of success
obstacles

It should better convey how I feel.

All types of individuals should be able to comprehend it.

I'm now able to blend in with their surroundings on a more regular basis.

Now I feel facile to comprehend my thoughts with my colleagues.