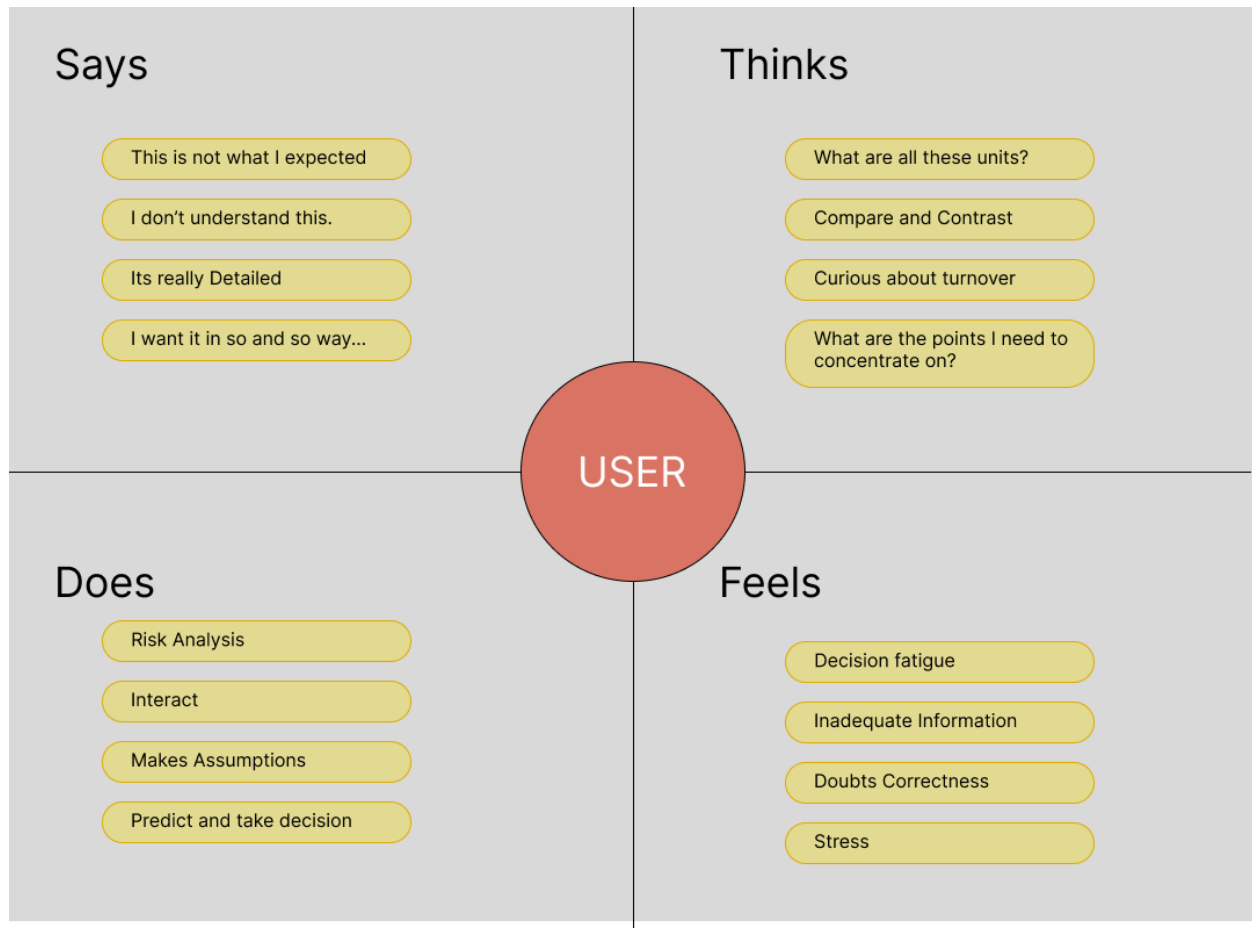# Empathy map

- This map is created with view of the project in user's perspective, to find pain & gain points and to summarize it with a list of problem statements.

Says

- This is not what I expected
- I don't understand this.
- Its really Detailed
- I want it in so and so way...

Thinks

- What are all these units?
- Compare and Contrast
- Curious about turnover
- What are the points I need to concentrate on?

USER

Does

- Risk Analysis
- Interact
- Makes Assumptions
- Predict and take decision

Feels

- Decision fatigue
- Inadequate Information
- Doubts Correctness
- Stress

Derived Problem Statements

- Create a simple easy to understand analytics of Sales data, by plotting different visualization.
- Use of familiar metrics to analyze data.
- Easy to find Insights of data with clear and legible color coding.
- Pleasing UI design.
- Detailed information gathering
- Localization of areas of interest, and complete analysis on them.