Empathy Map Canvas

Gain insight and understanding on solving customer problems.
TEAM ID:PNT2022MID42645

1

Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Worries of being exposed in a harmful area

Complicated methods of notifying workers of possible exposure

Inability of the average person to tell whether the environment is safe

Inability to warn others of possible dangerous areas quickly

Machinery that can produce dangerous amounts of heat

Extremely volatile Chemicals

Industrial Power Plant

No way to constantly be update all workers immediately

What do they
HEAR?
what friends say
what boss say
what influencers say

Areas have to be tested regularly to ensure safety

Workers may not know exactly which area is hazardous

Fellow workers in a risky environment

What do they
SEE?
environment
friends
what the market offers

Can you be sure this area is safe at this moment

Incinerators

An easily accessible device which is also wearable.

Beacons to remove the need of constant human supervision

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Integration with cellphones to regularly update the user

Safety is ensured for every user in the environment

PAIN
fears
frustrations
obstacles

Dangerous consequences in case of system failure

Data must be relayed quickly and accurately

Regular maintenance must be performed on all devices (Wearables and beacons)

Wearable devices may provide extra hassle to workers

GAIN
"wants" / needs
measures of success
obstacles

Increased safety for workers

Ability to isolate potentially risky areas

Workers are notified immediately of potential hazards

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