CAPE INSTITUTE OF TECHNOLOGY

LEVINGIPURAM

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

IBM NALAIYA THIRAN

TEAM LEADER: RAJI M

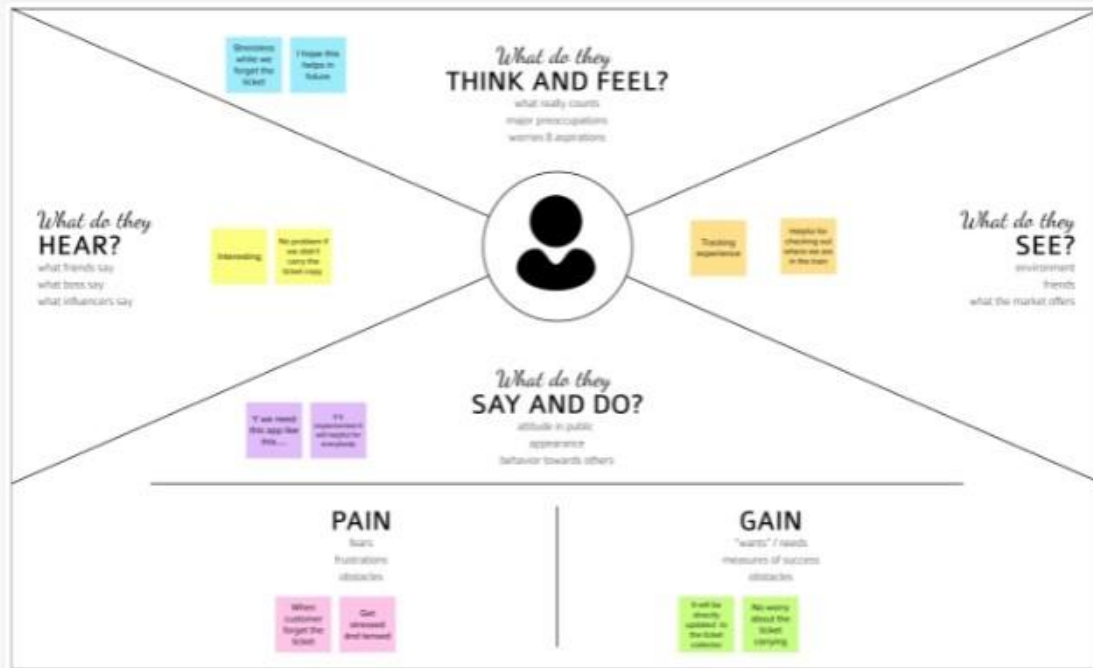TEAM MEMBERS: JEBA GNANA BENCY S

PERIYA NAYAKI V

THASHNI C

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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

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