

# Empathy Map Canvas

## What do they HEAR?

what friends say  
what boss say  
what influencers say

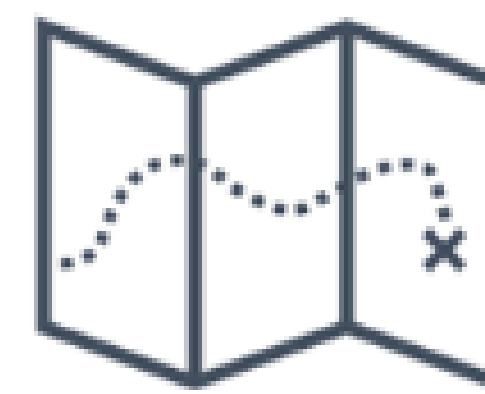
Does it have  
real-time  
application in  
everyday life?

Can every  
handwriting be  
recognized with  
high accuracy?

Can future  
advancements  
be done?

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



THINK

Fear of  
failure

Easy to  
implement

Different  
methods we  
can use to  
get the  
output

Will our project  
be able to  
compete in the  
current market?

Will all of the  
team-mates be  
able to do their  
job at their  
place of stay?

Will our  
product be  
attractive in  
the market?

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Research  
about the  
problem  
statement

Gain  
knowledge  
for doing the  
project

Split work  
equally  
among team-  
members

Respect  
team-  
members and  
their opinions

Analyze the  
feasibility

Listen to  
mentors  
and their  
ideas

## PAIN

fears  
frustrations  
obstacles

What if we  
are not able  
to get  
desired  
output?

What if  
something goes  
wrong during  
implementation?

Finding of a  
right algorithm  
might be an  
obstacle

Co-ordinating  
correctly and  
not having any  
fights

## GAIN

"wants" / needs  
measures of success  
obstacles

Working  
together and  
coming together  
with different  
ideas to  
implement

Getting a high  
accuracy  
when using an  
algorithm

Can this project  
help a good  
amount of  
people or any  
industry?