

# SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY

## DEPARTMENT OF INFORMATION TECHNOLOGY

### CUSTOMER CARE REGISTRY



<b>TITLE</b>	Customer Care Registry
<b>DOMAIN</b>	Cloud Application Development
<b>TEAM ID</b>	PNT2022TMID02958
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## EMPATHY MAP CANVAS

### EMPATHY MAP:

An empathy map is a powerful visual tool that captures a product team's knowledge of a certain type of user's thoughts, feelings, and actions.

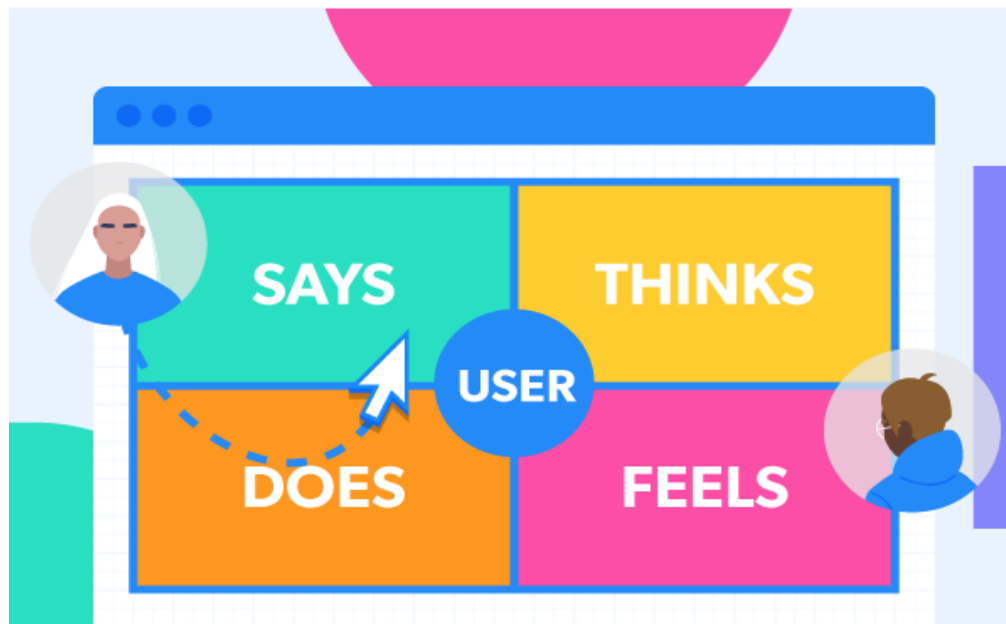
It's used to quickly and easily express user needs, especially to stakeholders who may not be involved in the research and design process, such as executives or clients.

### USES OF EMPATHY MAP:

Product teams and marketing teams alike can use and benefit from empathy mapping exercises. Any time you want to create a shared understanding of a certain type of user, this exercise can be helpful.

Empathy mapping can be done at the beginning of the UX design process, or it can be used further along in the design process as new products or features are being tested. It can also be used in tandem with other UX-focused exercises like customer journey mapping and story mapping.

### SECTIONS OF EMPATHY MAP:



- Says
- Thinks
- Does
- Feels

## **SAYS:**

The first quadrant to fill out is what the user says while using your product. This information should be taken directly from your research if possible. List what past and current users have expressed about your product and their experience with it.

## **THINKS:**

The second quadrant is about what the user is thinking throughout their experience with your product. There may be some overlap here with the “says” quadrant, but the purpose of “thinks” as a separate quadrant is for you to consider what users might be thinking that they aren’t saying, and to consider why they might not be saying it.

This step may require some brainstorming from you and your team, but will be incredibly helpful in shaping the direction of your project.

## **DOES:**

The third quadrant describes what actions users take while using the product. This information can come from user testing or interviews. Pay special attention to where they seem to get confused or behave in a way that you did not intend or predict.

It can also include actions they take that are related to their customer journey, such as comparing other products or making purchasing decisions.

## FEELS:

The final step in the empathy mapping process is to consider how the user feels throughout their experience and how they might feel coming away from the experience. This should be based on data, but also requires a little brainstorming.

When completing this quadrant, focus on the user's emotional state, both the what and the why. For example, if something was loading slowly or they weren't able to find something they were looking for, they might be feeling frustrated or confused. If they found the product helpful, they might be curious or excited.

## CUSTOMER CARE REGISTRY EMPATHY MAP:

