Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Anxious

Excited to know about the device

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Thinking of being a burden

Not sure who to trust

Inner conflict

maybe you can add the multiple remainder for multiple medication

how can we trust this device and I don't feel safe about data privacy?

As i skip a lot medicine and this act as a remainder.

This helps me a lot but, I find it costly .

What do they HEAR?

what friends say
what boss say
what influencers say

it is affordable or not?

It is a new technique and maybe not reliant.

What do they SEE?

environment
friends
what the market offers

It is really very useful in real lifetime?

Though it remains me how do i take the medicine without looking.

how unique is your product comparing to others.

I want something reliable to assist me.

I am very conscious about my safety and feel uncomfortable.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

the device hard to handle

it is easy and portable and weightless.

Panicking about health

PAIN

fears

Leads stress if medicine is not taken in time

Confusion and frustration

Life of the elder can be saved

GAIN

• Help to increase the ageing process

Regular medicine intake helps to keeps my health under control

MEDICINE REMINDER USING IOT