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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?

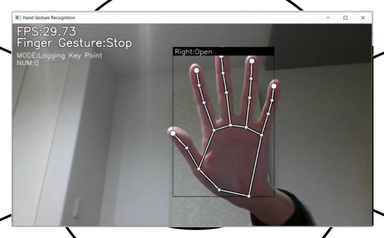
what really counts
major preoccupations
worries & aspirations

- Do we require **additional technologies to build?**
- Motivate others to **build in different sectors?**
- Project is under the **given budget?**
- **Excited to help :)**
- **Hands on Experience**

What do they HEAR?

what friends say
what boss say
what influencers say

- Will this project **take a long time?**.
- Do **we need to perform updations in the app continuosly?**
- Is there any **Camera Specifications?**



- Is **internet mandatory** to use the app?
- Can we **register ourselves into this app?**
- Do the app provide the **guide to use it?**

What do they SEE?

environment
friends
what the market offers

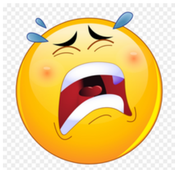
What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- **App stopped** to function in the middle
- **All languages** are included in the app
- **Very useful** for disabled

PAIN

fears
frustrations
obstacles



- **Proper Camera facility** for capturing hand signs
- **Voice recorder** should be in proper condition
- Model that contain **all the hand gestures** be provided

GAIN

"wants" / needs
measures of success
obstacles

- **Desired language** can be chosen
- Converts the signs into a **human hearing voice**
- Resultant information is **conveyed efficiently**

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