Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

SAYS

- I'm so stressed out but i can't take a break
- Do not trust the sales personnel to provide the genuine organic products
- I have too many responsibilities
- Inorganic products have chemicals. I have been food poisoned sometimes because of it

THINK

- Chemical based farming is not good but what choice do we have?
- Increased pesticides and chemicals also harm the farmland
- Perishable produce is spoiled quickly if not bought
- I needed to plan my diet properly

GAIN

- Lossing weight and improving physical fitness
- No worries about food
- Health benefits as organic products are very Nutritional
- Better Tasting food

PAIN

- Not many platform to sell directly to consumers
- Poisoning due to pesicides
- Farmers need money to start organic farming
- Organic product do not look similar hence people avoid buying those