

EMPATHY MAP



Specially abled person

Says

It makes
communi-
-cation
easier

This is
affordable

How do
I buy
this?

I want
to try
out this
product

Thinks

I feel
better
after
using
this
product

How to
use?

Where
should I
start?

Should I
suggest
this to
others?

Feels

Overwhelmed

Excited

Satisfied

Confident

Does

Compares
the
product
with
others

Checks
online
website

Analyze
the cons
& pros

Research
about the
product