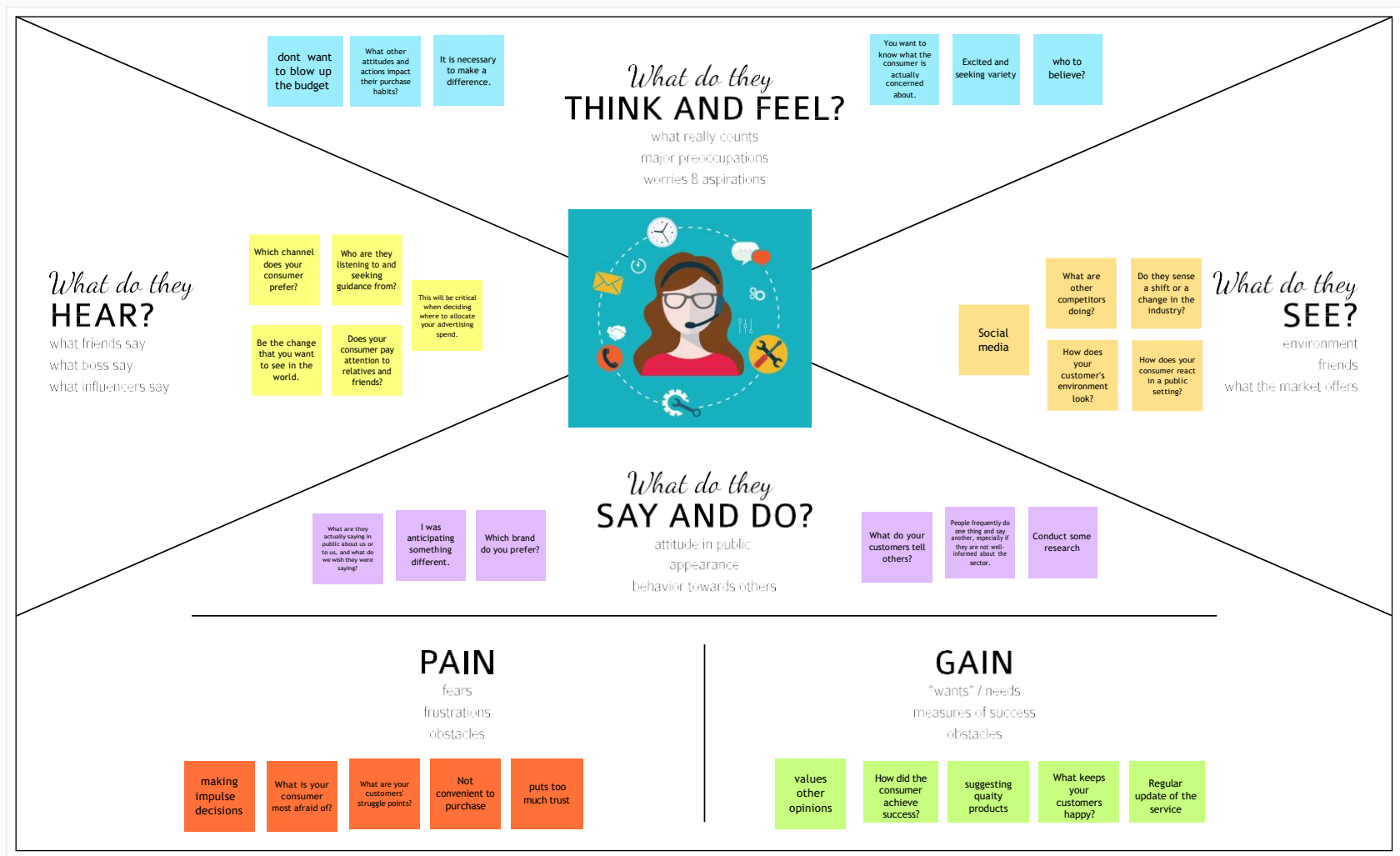# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1 Build empathy and keep your focus on the user by putting yourself in their shoes.

dont want to blow up the budget

What other attitudes and actions impact their purchase habits?

It is necessary to make a difference.

You want to know what the consumer is actually concerned about.

Excited and seeking variety

who to believe?

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they HEAR?
what friends say
what boss say
what influencers say

Which channel does your consumer prefer?

Who are they listening to and seeking guidance from?

This will be critical when deciding where to allocate your advertising spend.

Be the change that you want to see in the world.

Does your consumer pay attention to relatives and friends?

What are other competitors doing?

Do they sense a shift or a change in the industry?

Social media

How does your customer's environment look?

How does your consumer react in a public setting?

What do they SEE?
environment
friends
what the market offers

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

What are they actually saying in public about us or to us, and what do we wish they were saying?

I was anticipating something different.

Which brand do you prefer?

What do your customers tell others?

People frequently do one thing and say another, especially if they are not well-informed about the sector.

Conduct some research

PAIN
fears
frustrations
obstacles

making impulse decisions

What is your consumer most afraid of?

What are your customers' struggle points?

Not convenient to purchase

puts too much trust

GAIN
"wants" / needs
measures of success
obstacles

values other opinions

How did the consumer achieve success?

suggesting quality products

What keeps your customers happy?

Regular update of the service

PROBLEM STATEMENT

Akash P M _____ is   a/an   Customer
user name   user characteristics

Who needs   to post query in chatbot.
user need

because   he want to know the correct details of the relevant product
insight

PROBLEM STATEMENT

Dharani Vijay L _____ is   a/an   Admin
user name   user characteristics

Who needs   to responsible the user's query from vendor side
user need

because   he wants to maintain the queries status in an updated manner
insight

PROBLEM STATEMENT

Dejeshraaj _____ is   a/an   Owner
user name   user characteristics

Who needs   to take care the feedback reviews of the customer.
user need

because   he wants to reduce the compliance registry
insight

PROBLEM STATEMENT

Hari Krishna _____ is   a/an   System Administrator
user name   user characteristics

Who needs   to manage the details in both customer and company side.
user need

because   he needs to forward the messages and manage the queries which is given by customer side.
insight