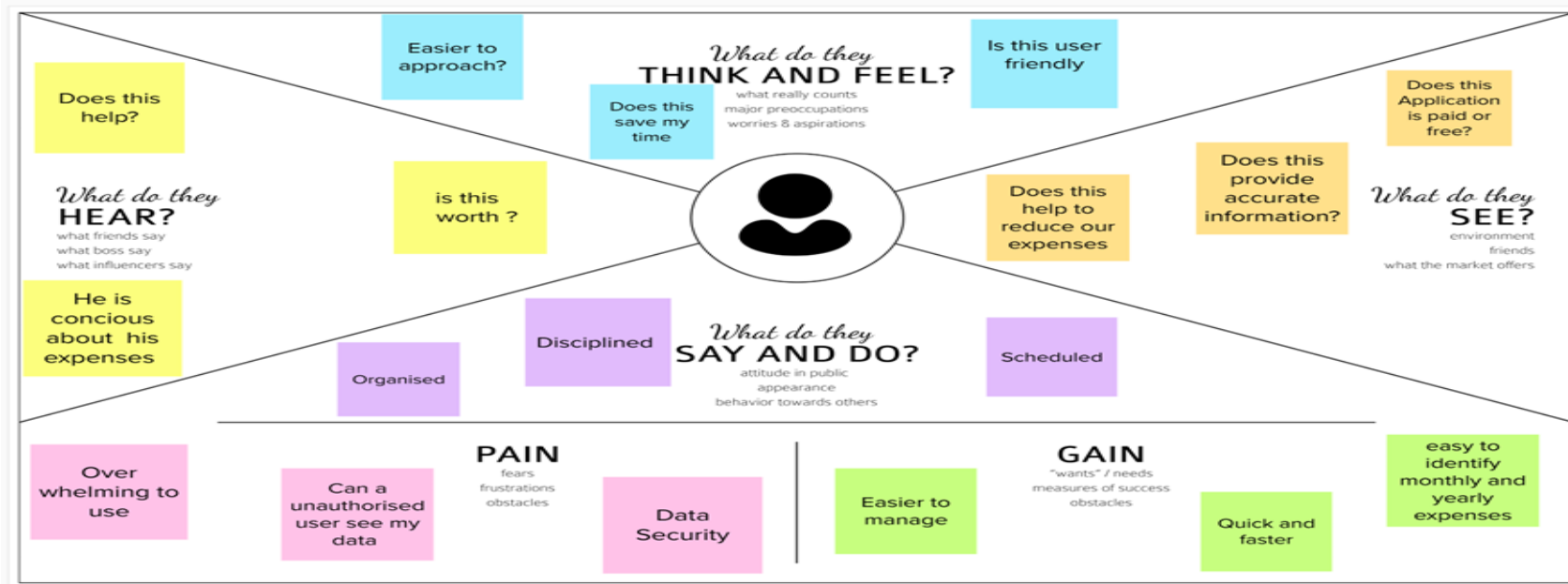# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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

Easier to approach?

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries 8 aspirations

Is this user friendly

Does this help?

Does this save my time

Does this Application is paid or free?

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

is this worth ?

Does this help to reduce our expenses

Does this provide accurate information?

What do they **SEE?**
environment
friends
what the market offers.

He is concious about his expenses

Disciplined

Scheduled

Organised

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

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

Over whelming to use

Can a unauthorised user see my data

Data Security

Easier to manage

Quick and faster

easy to identify monthly and yearly expenses

Share your feedback

PROBLEM STATEMENT

Dharshini _____ is a/an Home maker _____

user name   user characteristics

who needs   To set an alert and notification messages while exceeds her salary limit _____

user need

because   Then only she will not spend more money _____ .

insight

PROBLEM STATEMENT

Swetha is a/an App developer

user name   user characteristics

who needs   To maintain a privacy in her account

user need

because   The account login details should not be hacked

insight

PROBLEM STATEMENT

● Siva   ● Business Man

is a/an

user name   user characteristics

who needs   The best investment Plans

user need

because   He need high returns from the investment

insight

PROBLEM STATEMENT

● Madhu   is a/an   Tester

_____   _____
user name   user characteristics

who needs   ● An bug free app for easy access

_____
user need

because   ● She complete the transaction in faster way

_____ .
insight

PROBLEM STATEMENT

Kavi **is a/an** Manager

user name   user characteristics

who needs To know the premium schedule

user need

because To reduce the premium monthly expenses for paying premium .

insight