Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





What do they HEAR?

Is this

Technology

benificial or

not?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

Is this

Technology

affordable or

not?

Does this

improve

Railway

travel?

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in?

People who

are not in a

situation of

trusting

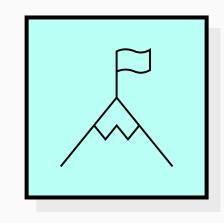
others

What is their role in the situation?

People who are less aware about the railways can be benifited

What do they need to DO?

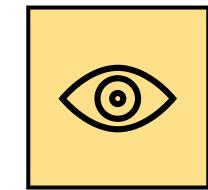
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



They need to recover their tickets when ever they are lost

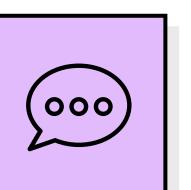
How usefull is the product?

How unique is the product when compared to others?



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

I want something to store my booking details

> I want a easily recoverable ticket

What do they THINK and FEEL?

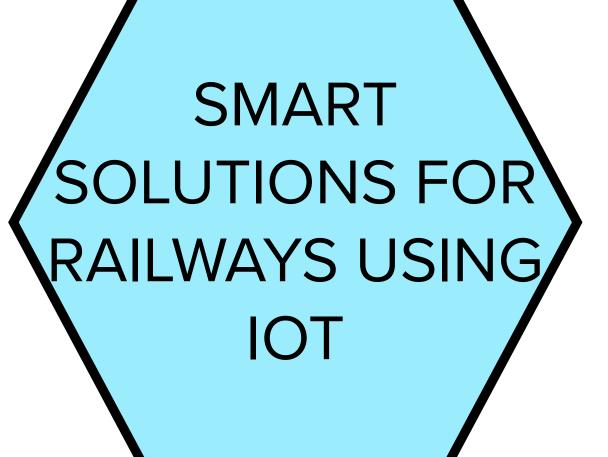
PAINS

What are their fears, frustrations, and anxieties?



What are their wants, needs, hopes, and dreams?

Failure of IOT may lead to some problems



People can easily book their tickets

Losing of gadgets may cause great trouble

People can easily track their location

What other thoughts and feelings might influence their behavior?

Fear of miss using their information

Their busy schedule might make them use this

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? They use the services to make their travel more comfortable

They share about this with others and make them aware

to book tickets recover them when they are

People use this

easily and

lost