

# 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.



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## 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

Aryan is a/an busy working professional  
user name user characteristics

who needs fresh flowers of good quality every morning  
user need

because he wants to offer those flowers to god as a sign of his devotion while he prays.  
insight

## PROBLEM STATEMENT

Andrea is a/an High school teacher  
user name user characteristics

who needs To buy candle for her bathroom  
user need

because She loves to setup a cosy place to relax after a long day with teenagers.  
insight