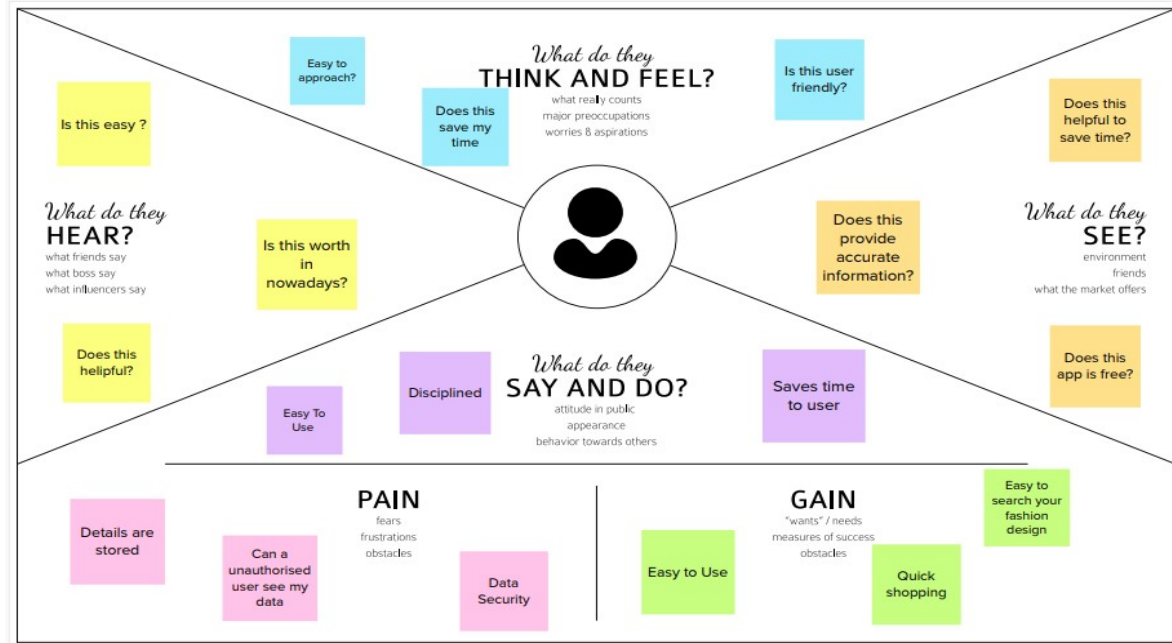


Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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



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

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