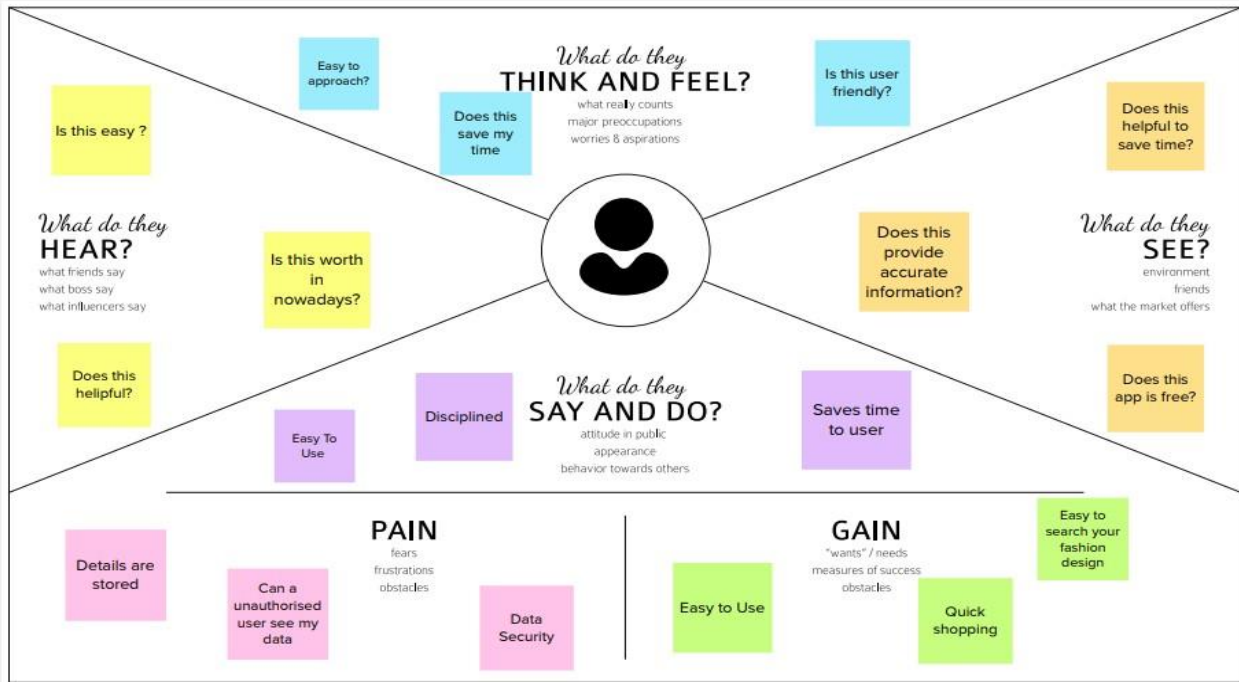# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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

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

Easy to approach?

Is this user friendly?

Is this easy ?

Does this save my time

Does this helpful to save time?

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

Is this worth in nowadays?

Does this provide accurate information?

What do they SEE?
environment
friends
what the market offers

Does this helpful?

Easy To Use

Disciplined

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

Saves time to user

Does this app is free?

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

Easy to search your fashion design

Details are stored

Can a unauthorised user see my data

Data Security

Easy to Use

Quick shopping

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