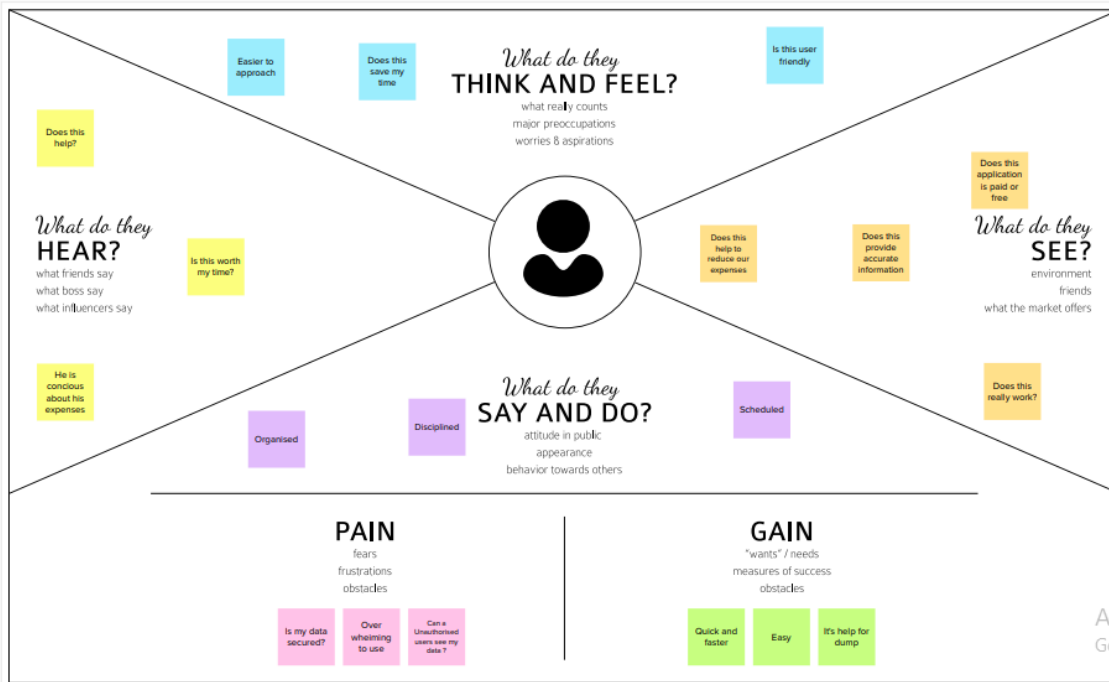


Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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



Share your feedback

Activate V
Go to Setting

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

Activate V
Go to Setting

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 is a/an • Business Man
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