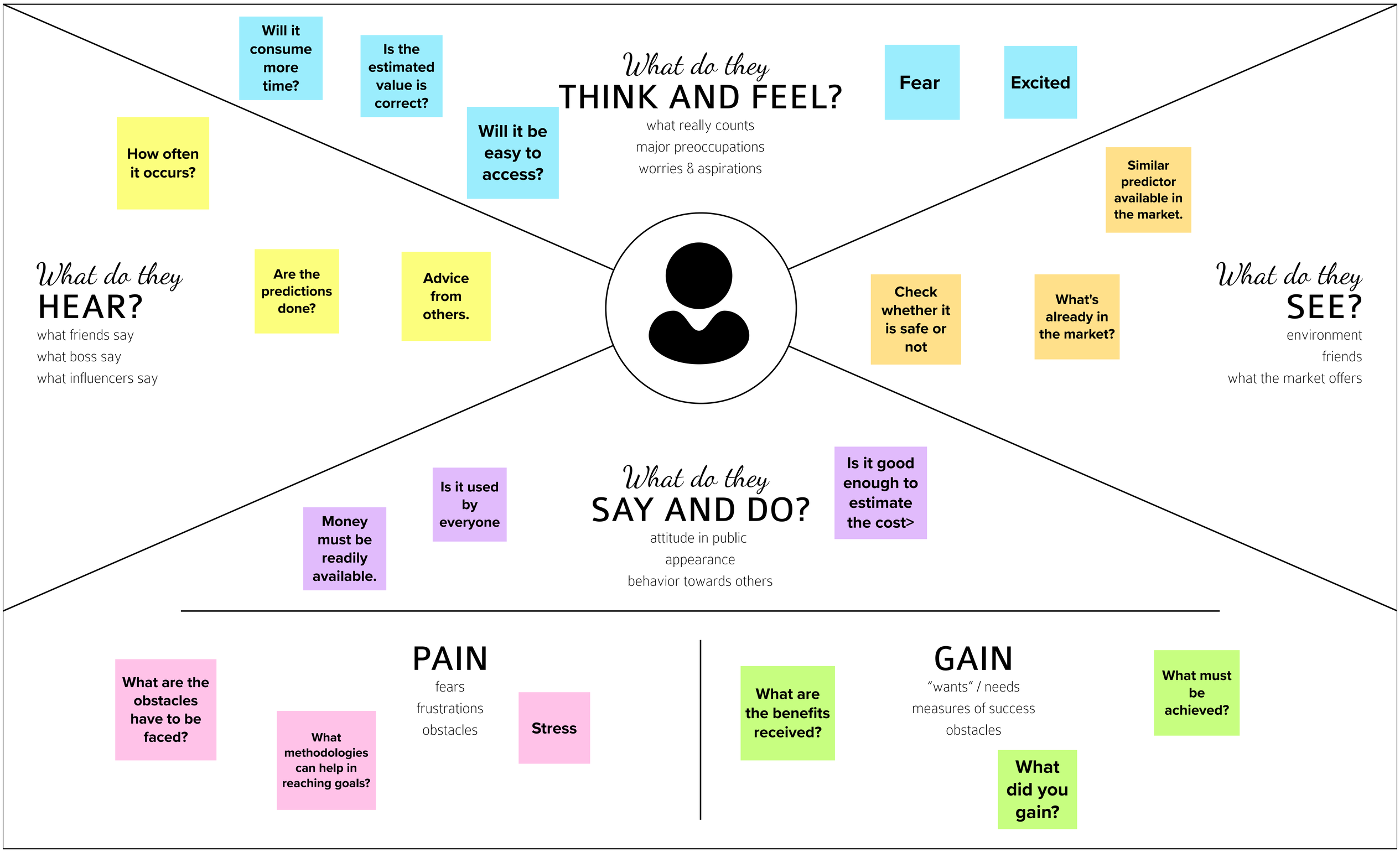
Empathy Map


What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
Will it consume more time?
Is the estimated value is correct?
Will it be easy to access?
How often it occurs?
Fear
Excited
Similar predictor available in the market.
What do they
HEAR?
what friends say
what boss say
what influencers say
Are the predictions done?
Advice from others.
Check whether it is safe or not
What's already in the market?
What do they
SEE?
environment
friends
what the market offers
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others
Is it used by everyone
Money must be readily available.
Is it good enough to estimate the cost>
PAIN
fears
frustrations
obstacles
What are the obstacles have to be faced?
What methodologies can help in reaching goals?
Stress
GAIN
"wants" / needs
measures of success
obstacles
What are the benefits received?
What did you gain?
What must be achieved?