**EMPATHY MAP CANVAS**

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| **SAYS**  **AI BASED LOCALIZED AND CLASSIFICATION OF SKIN DISEASE**   1. A morning and evening routine.   2.My routine has developed as I get older. | **THINGS**   1. Shops for deals and best prices. 2. Joys when she purchases new products. |
| **DOES**   1. Changes product /routine   based on location.   1. Thinks about adopting new   product. | **FEELS**  1.Happy when her skin is  cleared .  2.Likes Fragrance in cosmetics. |

**PAIN**

1. Not knowing if skin care routine is optimized.
2. When products pill when applying makeup and she is in a rush.
3. Her busy schedule and frequent travel makes sticking to a routine difficult.

**GAIN**

1. Has one place to look for recommendations.
2. Can built and sustain trust in information provided.
3. Decision making pressure eased with trusted source.