

Empathy Map Canvas

Global Sales Data Analytics

What do they **HEAR?**

what friends say
what boss say
what influencers say

Is it really
Helpful?

It maybe
complicate
to use

too much
time
consuming?

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Doubts

What
impact it
will create?

all should
support us

What do they **SEE?**

environment
friends
what the market offers

Existing
products

Comparing
Products

Pleasing
visuals

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Effective
use of
analytics

Predict
sales and
profit

PAIN

fears
frustrations
obstacles

expensive

Not
convenient
to buy

Difficulties to
understand

Miscommunication

customize

GAIN

“wants” / needs
measures of success
obstacles

Clear
understandig

User
friendly

Interactive

Supportive

Attractive
designs

Dynamically
changing
dashboard