# EMPATHY MAP

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We created this map with respect to the view of the end user which helped us to find pain and gain points. So that we could summarize these points with our project statement.

**DERIVED PROBLEM STATEMENTS FROM EMPATHY MAP:**

- To create a simple dashboard to plot and visualize different parameters which are critical for sales analysis
- Use of familiar metrics in analysing data
- Elaborate Information gathering mechanism to capture the hidden details behind the data
- User friendly UI
- Complete analysis is to be given in a dashboard format

**Says**

What have we heard them say? What can we imagine them saying?

THIS IS NOT WHAT I EXPECTED

NOT READABLE FOR A LAY MAN

I WANT THE PRODUCT OT BE IN THIS FORMAT...

**Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

WHAT THESE UNITS MEAN

COMPARE AND CONTRAST

CURIOUS BUT TURNOVER

THINGS TO FOCUS ON

WILL IT BE EFFICIENT?

**USER**

RISK ANALYSIS

INTERACT

MAKING PREDICTIONS

BASED ON PREDICTION TAKE DECISIONS

DECISION FATIGUE

WHETHER THE DECISION IS CORECT?

WILL IT HELP IN DECISION MAKING

INADEQUATE INFO

**Does**

what the user wants us to do

**Feels**

What do we feel as a developer