Empathy Map Canvas

What do they THINK and FEEL?

Available maintenance for the product

Customisation of product features

product life expectancy

What do they HEAR?

is it necessary for the organization?

is product feasibility interms of practicability?

does this product provide reliable support

What do they SEE?

Is it suitable for long term implementation

quality Assurance

guaranteed success rate

What do they SAY and DO?

improved chances of disaster risk prediction

Transparency in data gathering and sharing

less expensive and reliable product

PAINS
unreliable performance and accuracy

GAINS
usage of new and emerging technology