Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



Ensuring Water is Usable

Think that Water may not be Identified Correctly

Using Impure Water



Water Purification should be done everywhere

Water should be saved

Water should be Identified and checked before it's Usage

Dirty water

Salty water

Measures that prevent impurity water

Protest when wastes are drained to the river and not utilized properly

Focuses more on water

Yearns for a Device which checks the quality of River Water

Frustrations of them getting affected

Fear of water not being clean

Fear of their Family and Acquaintances suffering from Water-Borne Diseases

Water to remain clean when used

Prevent water- borne Diseases

Water is 100% Clean