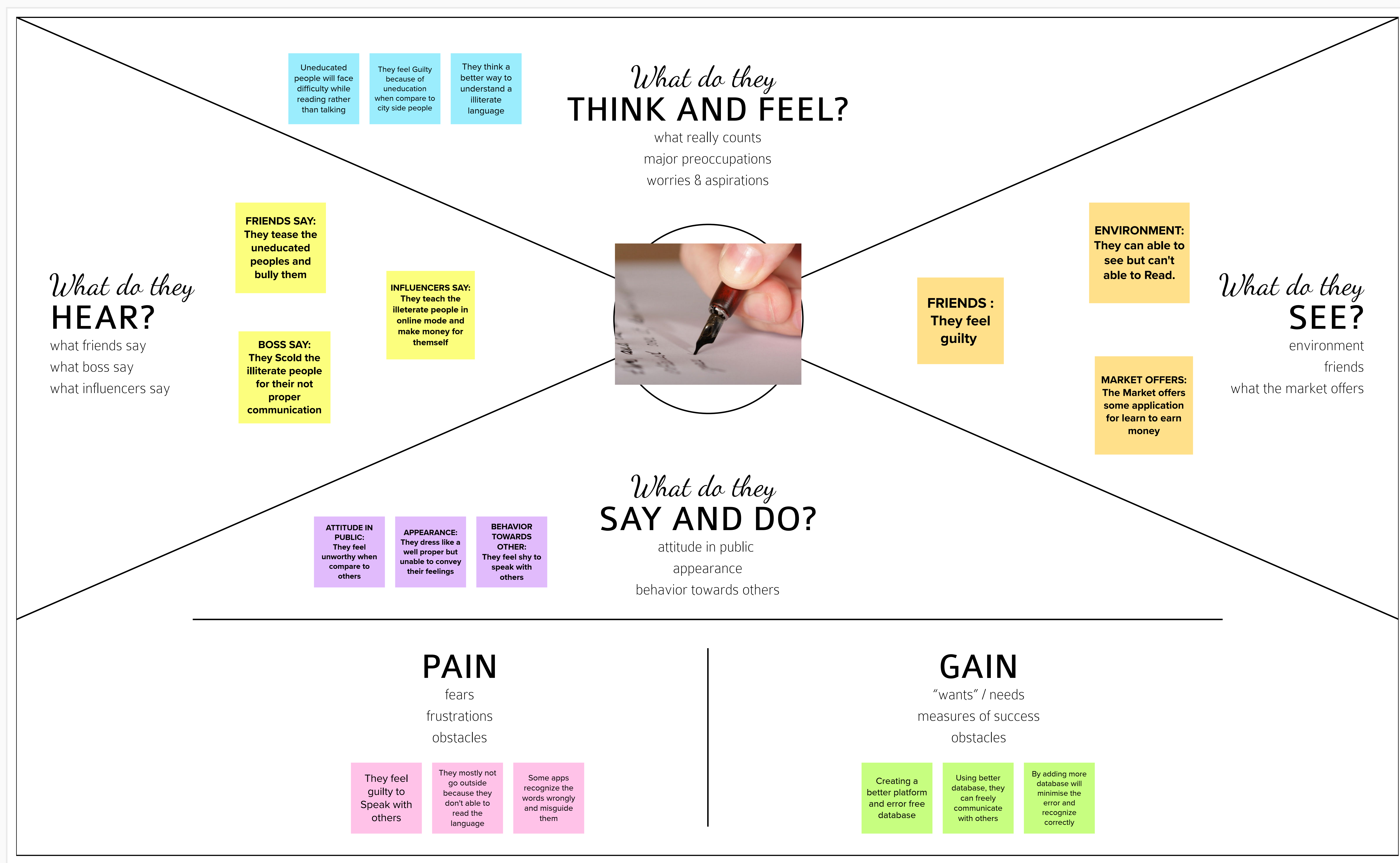# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1 A NOVEL METHOD FOR HANDWRITTEN DIGIT RECOGNITION SYSTEMS

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

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Uneducated people will face difficulty while reading rather than talking
- They feel Guilty because of uneducation when compare to city side people
- They think a better way to understand a illiterate language

What do they HEAR?
what friends say
what boss say
what influencers say

- FRIENDS SAY: They tease the uneducated peoples and bully them
- BOSS SAY: They Scold the illiterate people for their not proper communication
- INFLUENCERS SAY: They teach the illeterate people in online mode and make money for themself

What do they SEE?
environment
friends
what the market offers

- ENVIRONMENT: They can able to see but can't able to Read.
- FRIENDS : They feel guilty
- MARKET OFFERS: The Market offers some application for learn to earn money

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- ATTITUDE IN PUBLIC: They feel unworthy when compare to others
- APPEARANCE: They dress like a well proper but unable to convey their feelings
- BEHAVIOR TOWARDS OTHER: They feel shy to speak with others

PAIN
fears
frustrations
obstacles

- They feel guilty to Speak with others
- They mostly not go outside because they don't able to read the language
- Some apps recognize the words wrongly and misguide them

GAIN
"wants" / needs
measures of success
obstacles

- Creating a better platform and error free database
- Using better database, they can freely communicate with others
- By adding more database will minimise the error and recognize correctly

Share your feedback