Edit this template

Right-click to unlock Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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

They can

It will What do t%ey access percentage

It will feel reduce everything from of error you relax a portable acquirement THINK AND FEEL? is less

stress

what really counts major preoccupations worries 8 aspirations

W4at do Met/ What do Meg

Used Need on

HEAR? Everything Need not It to is very use andeasy They are more concentrateon SEE? modern

watch the advanced their monitoredmobile child new way to technology child

what friends say using save child environment

app regularly

friends

W4at do Meg

SAY AND DO?

attitude in public

appearance behavior towards others

what boss say

what influencers say what the market offers

# PAIN

fears frustrations obstacles

It requires It requires System high large security is technical volume of not

## GAIN

|  |  |  |
| --- | --- | --- |
|  | With the help of |  |
| It reduces | automatic | It helps parents |
| physical | efficiency it helps to on buzz | to take care their child from |
| work | and sms to | anywhere |

"wants" / needs measures of success obstacles

|  |  |  |
| --- | --- | --- |
|  |  | Ability to trace |
| purpose of | Reduction | the child |
| safety of | of stress | activities and near the child |

It is an

child

skills data encrypted parents

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