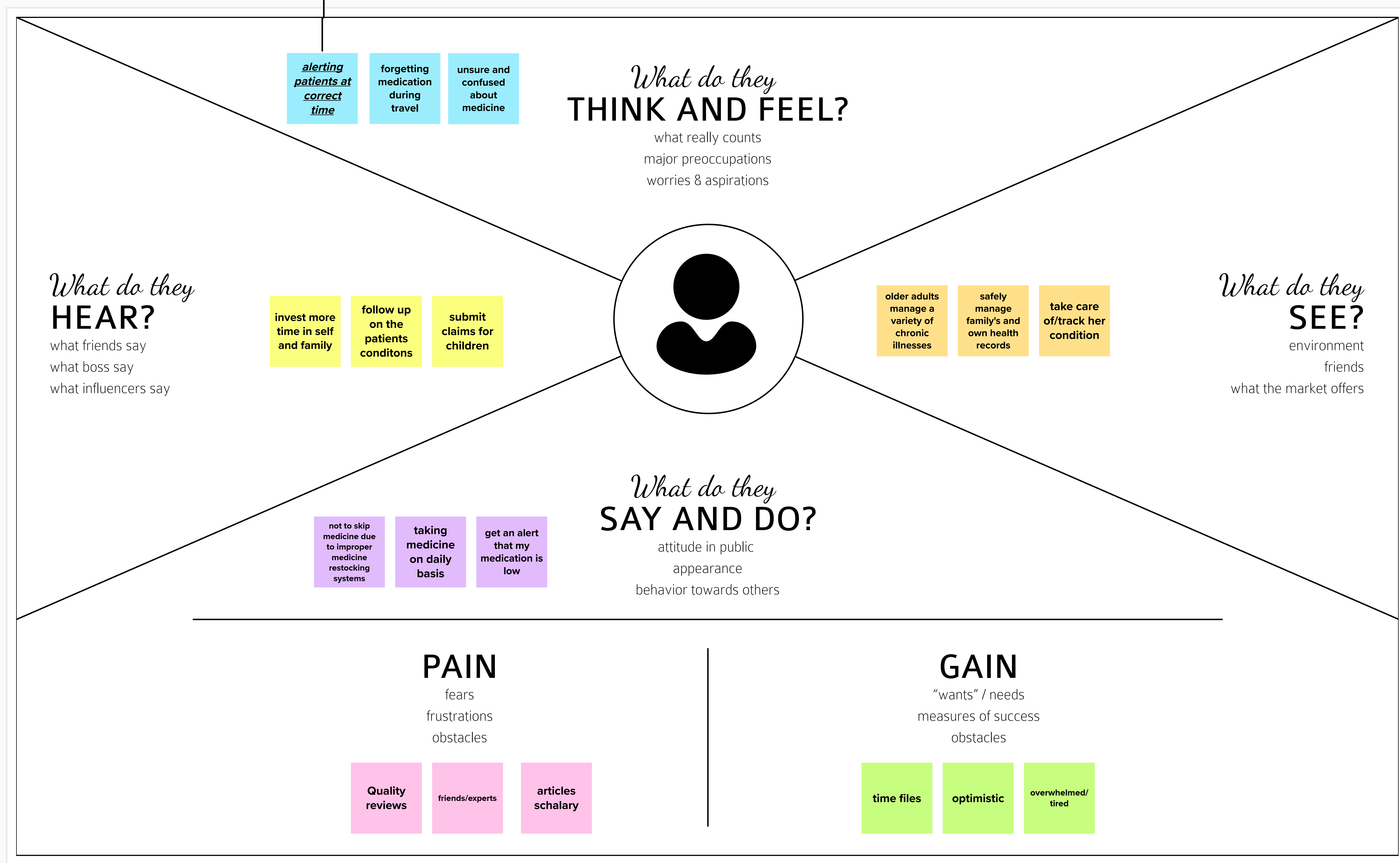# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1 personal assistance for seniors who are self-Relaiant

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

- alerting patients at correct time
- forgetting medication during travel
- unsure and confused about medicine

What do they HEAR?

what friends say
what boss say
what influencers say

- invest more time in self and family
- follow up on the patients conditons
- submit claims for children

What do they SEE?

environment
friends
what the market offers

- older adults manage a variety of chronic illnesses
- safely manage family's and own health records
- take care of/track her condition

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- not to skip medicine due to improper medicine restocking systems
- taking medicine on daily basis
- get an alert that my medication is low

PAIN

fears
frustrations
obstacles

- Quality reviews
- friends/experts
- articles schalary

GAIN

"wants" / needs
measures of success
obstacles

- time files
- optimistic
- overwhelmed/ tired