

IDEATION - EMPATHY MAP

What do they hear?

1. What friends say
2. What boss say
3. What influencer say.
 - a) Word of appreciation
 - b) Questions about the product
 - c) Word of criticism

What do they think and feel?3

1. What really counts
2. major preoccupations
3. worries and aspirations.
 - a) Feeling of safety
 - b) Privacy concern
 - c) It is not used to catch COVID

What do they see?

1. Environment
2. friends
3. what the market offers .

IDEATION - EMPATHY MAP

- a) Notifications alert
- b) Places they visit
- c) COVID prone areas

What do they say and do?

- 1. Attitude in public
- 2. Appearance
- 3. Behaviour towards others

- a) Say words of alert
- b) They will be cautious
- c) Will talk about the product

PAIN

- 1. Fears
- 2. Frustration
- 3. Obstacles

- a) If location services failed
- b) If app crashes
- c) If phone is in silent mode

GAIN

- 1. Wants/ needs

IDEATION - EMPATHY MAP

2.Measures of success

3.Obstacles

a) Safety from COVID 19

b) Alerts and notification

c) Neither alerting others nor being alerted by others

