Empathy Map

Gas leakage monitoring and leakage system

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

- New Innovation
- More Research
- Think about Cost
- Easy to use

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

- Quality of product
- New to market
- Effectiveness
- Encourage
- Good Idea

What do they SEE?
environment
friends
what the market offers

- Higher Dependency of Tech
- Automation in Workspace
- Easy implementation of the product
- Availability of Product

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

- Support
- User Friendly
- Complete the testing
- Compare the Products

PAIN
fears
frustrations
obstacles

- Loss of Lives
- Property Loss
- Technical Issues
- Health Issues

GAIN
"wants" / needs
measures of success
obstacles

- Reduce the Fear among People
- Control Pollution
- Prevent Accidents
- Reduce industrial loss
- Prevent the damage