Empathy Map Canvas

Gain insight and understanding on solving customer problems.

THINK AND FEEL?
What do they
what really counts
major preoccupations
worries 8 aspirations

"It will assist the lifeguard to detect drowning"

"Not just for swimmers but also useful for detecting kids who drown unknowingly in the pool"

"It makes the lifeguard's job easier"

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

"It is very useful in identifying the drowning people in swimming pools"

"This is an additional level of safety and security for swimmers"

"It is better than using swimming goggles"

SEE?
What do they
environment
friends
what the market offers

"Immediateaction is taken for recovery from drowning"

"Provide high security in swimming pool"

"User friendly software system"

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

"Can this system made us swim without fear?"

"Can this system software take responsibility for human losses?"

"Hazard detection functionalities can be customized."

PAIN
fears
frustrations
obstacles

"Swimming pool requires regular maintenance"

"The system needs constant observation"

GAIN
"wants" / needs
measures of success
obstacles

"Safety is guaranteedeven when the swimmer in all-alone."

"Visual based monitor reduces drownings"

"Immediate alert to lifeguard"

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