EMPHASIZE & DISCOVER

Date	17 November 2022
Team ID	PNT2022TMID44672
Project Name	Virtual Eye – Lifeguard for Swimming Pools to
	Detect Active Drowning
Maximum Marks	4 Marks

Empathy Map What does he THINK AND FEEL? what really counts major preoccupatiens worries & aspirations What does What does he SEE? he HEAR? what friends say what boss say what influencers say • enviroment • friends • what the market offers What does he SAY AND DO? attitude in public appearance behavior towards others Pain Gain fearsfrustrationsobstacles • "wants" / needs • measures of success • obstacles http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox