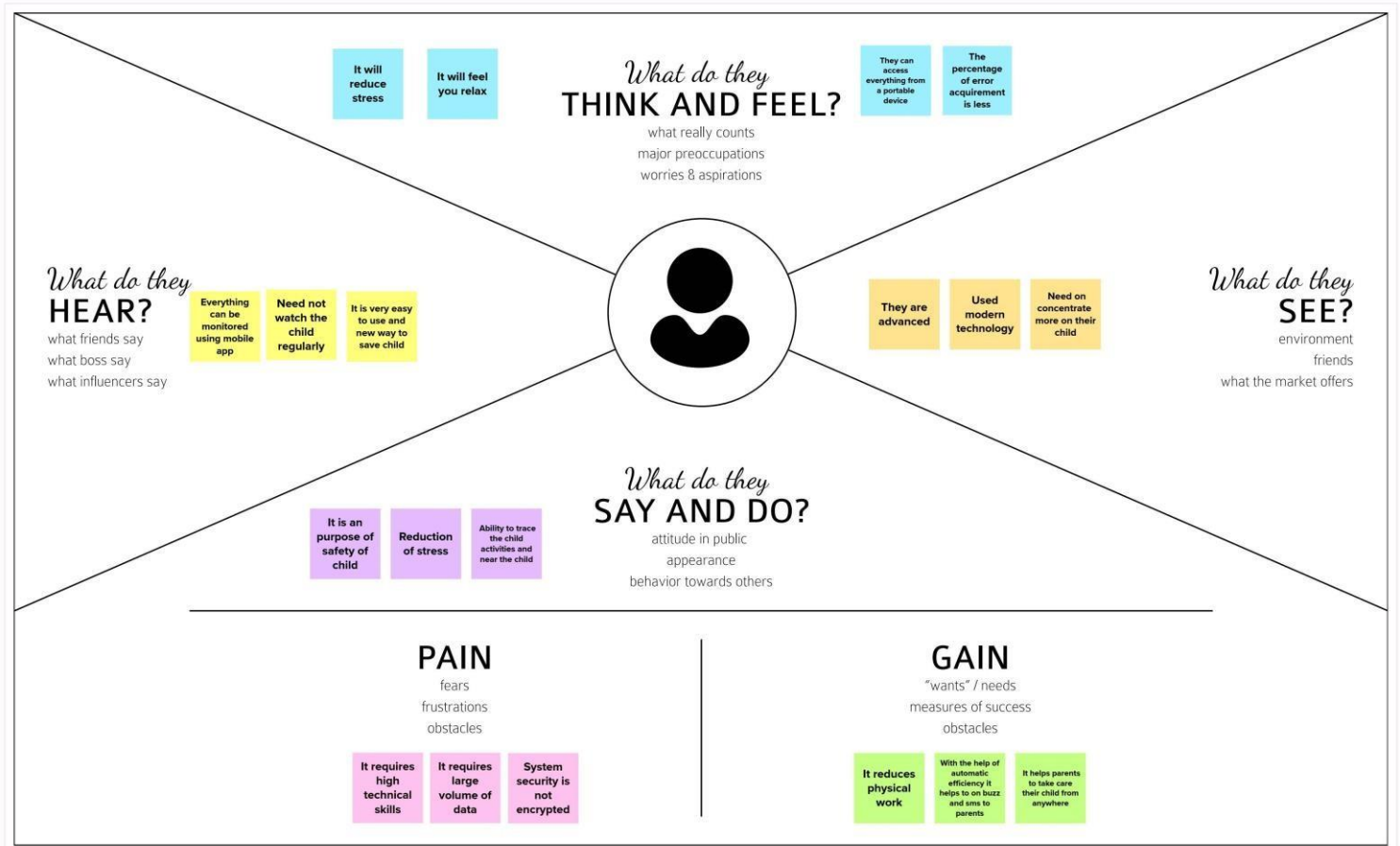# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

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

- It will reduce stress
- It will feel you relax
- They can access everything from a portable device
- The percentage of error acquirement is less

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

- Everything can be monitored using mobile app
- Need not watch the child regularly
- It is very easy to use and new way to save child

What do they SEE?
environment
friends
what the market offers

- They are advanced
- Used modern technology
- Need on concentrate more on their child

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

- It is an purpose of safety of child
- Reduction of stress
- Ability to trace the child activities and near the child

PAIN
fears
frustrations
obstacles

- It requires high technical skills
- It requires large volume of data
- System security is not encrypted

GAIN
"wants" / needs
measures of success
obstacles

- It reduces physical work
- With the help of automatic efficiency it helps to on buzz and sms to parents
- It helps parents to take care their child from anywhere

Share your feedback

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