Empathy Map Canvas
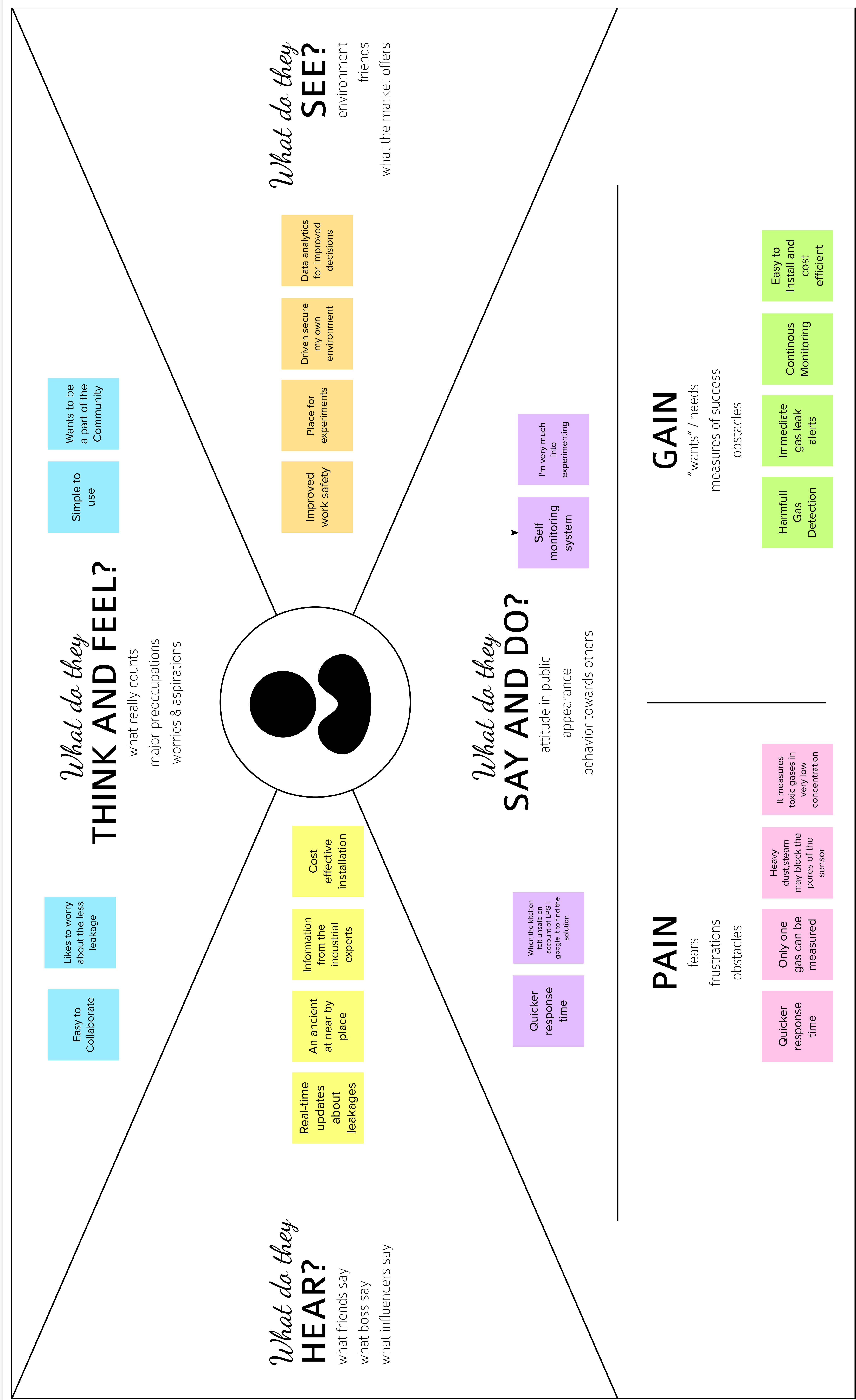
Gain insight and understanding on solving customer problems.

Build empathy and keep your focus on the user by putting yourself in their shoes.

1

What do they SEE?

environment

friends

what the market offers

What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

What do they HEAR?

what friends say

what boss say

what influencers say

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

PAIN

fears

frustrations

obstacles

GAIN

"wants" / needs

measures of success

obstacles

Think and Feel notes:
- Simple to use
- Wants to be a part of the Community
- Likes to worry about the less leakage
- Easy to Collaborate

See notes:
- Improved work safety
- Place for experiments
- Driven secure my own environment
- Data analytics for improved decisions

Hear notes:
- Real-time updates about leakages
- An ancient at near by place
- Information from the industrial experts
- Cost effective installation

Say and Do notes:
- Quicker response time
- When the kitchen felt unsafe on account of LPG I google it to find the solution
- Self monitoring system
- I'm very much into experimenting

Pain notes:
- Quicker response time
- Only one gas can be measured
- Heavy dust, steam may block the pores of the sensor
- It measures toxic gases in very low concentration

Gain notes:
- Harmfull Gas Detection
- Immediate gas leak alerts
- Continous Monitoring
- Easy to Install and cost efficient