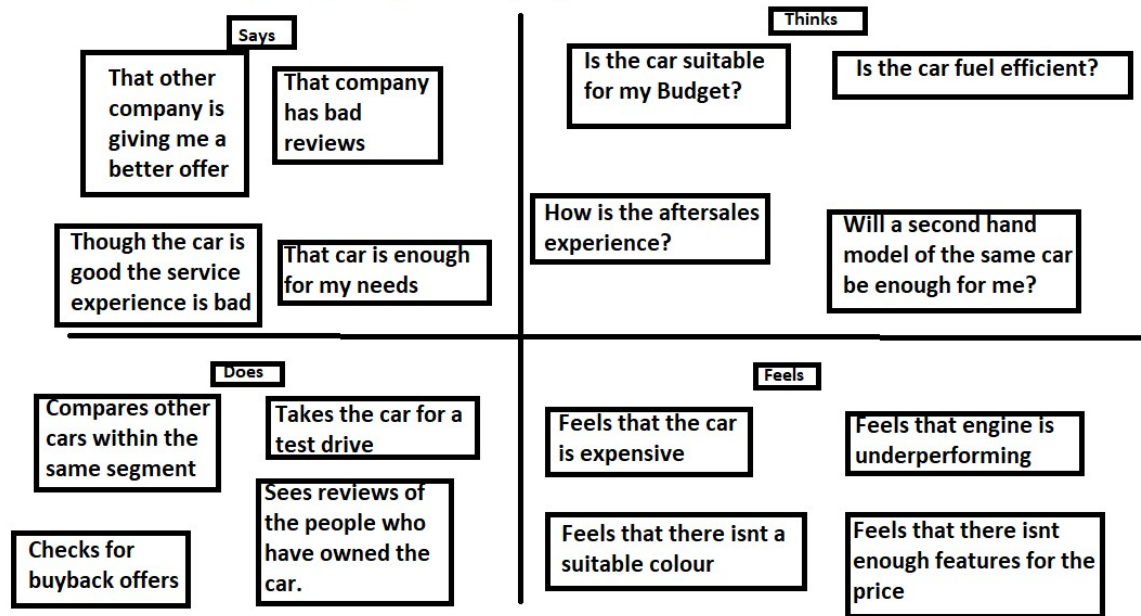


Empathy map for buying a car

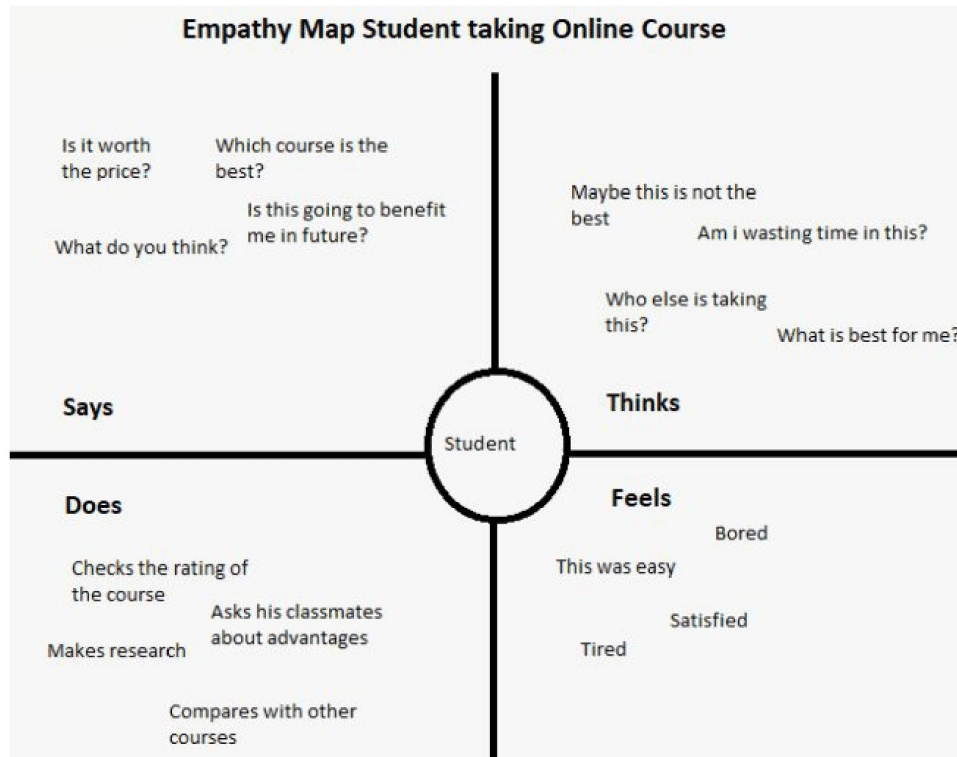


Empathy map for PowerPoint presentation:

SACHIN
PES1201701725

<p>Hear:</p> <ul style="list-style-type: none">• What Friends says• What boss says• What influencers says	<p>Think and Feel:</p> <ul style="list-style-type: none">• What really counts• Major preoccupations• Worries and aspirations
<p>See:</p> <ul style="list-style-type: none">• Environment• Friends• What the market offers	<p>Say and Do:</p> <ul style="list-style-type: none">• Attitude in public• Appearance• Behaviour towards others

Jnanesh D
PES1201701822



Empathy map of a ailing patient or a patient with a possible ailment

