

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

It is easy to start a startup company in India than in other countries because we have much scope for new business ideas and people are much intersted in initiating startups

Startups are great places to work and some startups pay high salaries to attaract talented people so that they can work for the development of the company

The number of

startups have been

increasing because

more support is

being given for

startup companies

of losing money if the Startups don't work properly

> Owning a startup gives huge respect in society than working as as employee

There is danger

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

> Startups may have stressfull work environment.

Need secure funding for startup and innovative product

Charting the Course of innovation: A Startup **Analysis**

dangerous to initiate a startup business or to join in a startup company and its better to join in a well reputed company

Startups

make the

products to

speek for

for well

What behavior have we observed?

What can we imagine them doing?

Does

themselves

90% of the startups fail

because of insuffcient

product pricing so it is

Invent new ideas and policies to make them unique

Don't want to take risk in Startups so many people look established companies

Create new ideas ,empower themselves, arrange proper funding and

start their business

Have to overcome many hurdles to make our product unique

Sometimes there is a shortage of funds and less profit

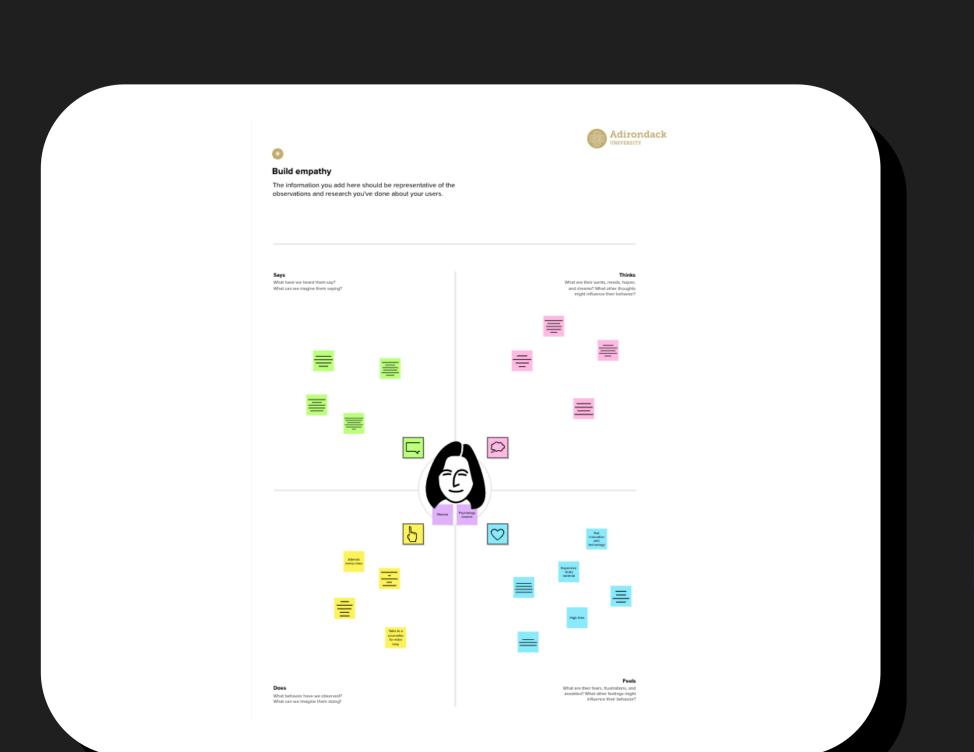
Fear of not getting the expected results.

Have more responsibility in Startup than in other companies

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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