

EMPATHY MAP



Says



Thinks

Special features of the product

A suitable product to start a business

Benefits of using the product

Availability and location of the product being promoted

Cost effective way to promote the product

Choose a product which is patronized by majority of the people

Keerthika
Keerthilakshmi
Priya Lakshmi
Sandhya

Choose a brand name for the product

Confident on reaching out to many people

Mention the product's uniqueness

Promote the brand name through Instagram Reels

Hopeful about bringing attractive offers to expand the business

Anxious about the product's feedback



Does



Feels