Ideation Phase
Empathize & Discover

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Project Name	HandsMen Threads – Elevating the Art of Sophistication in Men's Fashion

Empathy Map Canvas:

The **Empathy Map Canvas** is a powerful design thinking tool used to deeply understand a target user's behaviors, needs, thoughts, and feelings. It helps teams build user-centered solutions by visualizing what the user experiences from multiple perspectives.

For the **HandsMen Threads** project—aimed at elevating sophistication in men's fashion using Salesforce—the empathy map was created to better understand the **typical male fashion customer** and ensure the solution directly addresses their pain points and expectations.

Purpose of Using Empathy Map in This Project:

- To put the customer at the center of the solution design.
- To humanize user data and identify real needs that may not be obvious through metrics alone.
- To guide the feature design, content strategy, and automation flows based on user emotions, thoughts, and struggles.

Who are we empathizing with?

- **Target Persons**: A style-conscious, working male (aged 25–40), shopping for smart, sophisticated clothing.
- **Goals**:
    - To look confident and presentable in professional and personal settings.
    - To find stylish, high-quality clothing quickly and easily.
    - To feel valued and recognized as a loyal customer.

What do they SAY?

- "I want fashion that reflects my personality."
- "Shopping should be smooth, not a hassle."
- "It's hard to find consistent sizes and quality."
- "I expect good service and follow-up if I'm spending more."

What do they THINK?

- "I wish the brand understood my preferences better."
- "Why don't they offer loyalty rewards or exclusive deals?"
- "I'm not sure if this product will be in stock next time."
- "Their order process feels slow or outdated."

What do they HEAR?
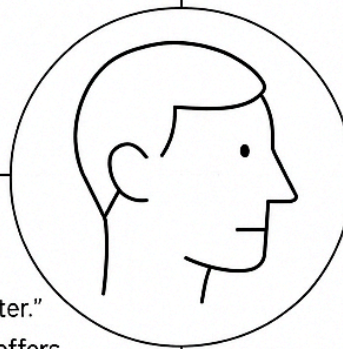
- From friends: "You should try custom-tailored apps; they're better."
- From influencers/ads: "This brand offers premium, personalized looks."
- From competitors: "Other brands give early access or style tips."

What do they SEE?

- A crowded online marketplace with many similar fashion options.
- Irrelevant ads and generic promotions.
- Poor inventory availability or inconsistent stock.
- Brands that ignore post-purchase follow-up.

What are their PAINS?

- Difficulty in finding well-fitting, in-stock items.
- Lack of personalized communication or offers.
- Frustration when orders are delayed or go unconfirmed.
- Disappointment when loyalty or repeat purchases aren't acknowledged.

What are their GAINS?

- Easy access to fashionable, in-stock items.
- Timely order confirmations and delivery updates.
- A clear loyalty program that rewards repeat shopping.
- Personalized product suggestions and campaign messages.

Outcome:

- Clear connection between user needs and system features (e.g., automated flows, segmentation, validation rules).
- More **meaningful customer interactions**, rather than just technical execution.
- A project aligned with real-world user behavior—**not just assumptions.**

EMPATHY MAP CANVAS

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