

# Empathy Map Canvas

## 1 WHO are we empathizing with?

- 1 Who is the person we want to understand?
- 2 What is the situation they are in?
- 3 What is their role in the situation?

1. Online reviews tend to have a range of opinion. Most popular ones are those specifically for country of residence.  
2. Most people don't have security apps and so top recommendation is 'call police'  
3. As in above

## GOAL

## 2 What do they need to DO?

- 1 What do they need to do differently?
- 2 What job(s) do they want or need to get done?
- 3 What decision(s) do they need to make?
- 4 How will we know they were successful?

1. Avoid, mitigate or remove risk using available resources  
2. They need to remove themselves from situation of what they want  
3. Where to go, how to get there  
4. No longer at risk  
5. Local authority managed apps & websites  
6. Not many bother installing unless travelling often or at risk (medical condition, etc.)  
7. Individual app just don't offer enough utility unless predicting that specific risk will occur in near future.

## 7 What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?

- They might get hurt
- People they know could get hurt
- Can't get somewhere safe
- Don't know where is safe vs. unsafe
- Can't get aid to their location
- Don't know what to do in a crisis

### GAINS

What are their wants, needs, hopes and dreams?

- ~~Be provided clear instructions on how to reduce risk~~
- Open communication
- Safe, unsafe areas relative to themselves
- Friends and family status awareness

## 6 What do they HEAR?

- 1 What are they hearing others say?
- 2 What are they hearing from friends?
- 3 What are they hearing from colleagues?
- 4 What are they hearing second-hand?

4. Since most people don't get involved in these situations there isn't much point in having it. But in the event you are at more risk they can be very helpful

What other thoughts and feelings might motivate their behavior?  
People can value the safety of people they care about over their own.

## 5 What do they DO?

- 1 What do they do today?
- 2 What behavior have we observed?
- 3 What can we imagine them doing?

1. Live their life and just hope they won't end up in a crisis. If they do, try to stay calm and call the ooo and/or google what to do.

2. Out of crisis: calm, unconcerned. Some people may be paranoid but most don't think about potential risk in crisis!  
panic, shock, uncertainty, fear. Many people don't know what to do

3. With a specialised app they can alert authorities, find instructions to maintain live communication, connect to help calm down, connect to with friends and family to assure health

## 4 What do they SEE?

1. Not worth having such a specialised app on my phone when there are work arounds. Especially what do they SAY? when you need to get it  
1 What have we heard them say? install several to get what can we imagine them saying? any real value.

2. It's annoying to have to search out apps for EVERY TYPE of crisis  
1 may POTENTIALLY be involved in. One size fits all is better



# Empathy Map Canvas

Designed for

FRIENDS - AUTHORITY

Designed by

Date

Version

## 1 WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

trained individuals risk to eliminate crisis cause, followup on crisis to help mitigate future crisis concerns, are safe

professionals complain how existing apps don't work with the system. Instead they add an extra step. hear this and it puts them off it. friends work in the above. Since many industry friends are often apathetic. Civilian friends are As Q1.

situation with minimal harm to nearby surroundings and individuals

## GOAL 2. Reduce

What do they need to DO?  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

What resources they need, which authorities, how to manage civilians, exposed to the apps specific to their industry

1. They need better oversight and community engagement in a crisis.  
2. What resources they need, which authorities, how to manage civilians, exposed to the apps specific to their industry

## 7 What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?

- worry about civilian involvement
- Crisis is outside personal scope
- Insufficient resources
- others wandering into situation

### GAINS

What are their wants, needs, hopes and dreams?

- prevent unnecessary access
- easy request of resources.
- civilians don't need to be micromanaged
- quick and easy resolution.

## 6 What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?

- Current systems run on phone lines, and manual processes.
- Currently staff take calls and manually dispatch authorities to locations or add data to systems. Network based on civilians not wasting time and resources.

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

- personal training
- time limits
- level of authority

- Ambulances, police and firefighters could have automatic dispatch for emergencies. With app civilians could be required to provide photographic evidence of crisis and risk of prank calls. Authorities means no longer at risk of civilian injury before they arrive.

## 4 What do they SAY?

- What have we heard them say?
- What can we imagine them saying?

- 1. Trained individuals tend to discuss the apps that specifically affect them (e.g. medic vs firefighter)
- 2.1 don't really care about the needs of other authorities but a big thing for all these apps are location and response time.

## 3 What do they SEE?

- What do they see in the marketplace?
  - What do they see in their immediate environment?
  - What do they see others saying and doing?
  - What are they watching and reading?
- phone networks still run off

- 1. People in government are aware of those projects (e.g. NEX transport)
- 2. Most don't have one unless they are more isolated or exposed to risk (e.g. old, work in an industry that needs quick response)