Empathy Map Canvas

6 GAINS
What are their wants, needs, hopes and dreams?

使用养宠社区，分享得到反馈

线上医疗咨询，上门医疗服务，减少爱宠求医浪费的时间

降低养宠成本

使用一站式读物平台，养宠更加便利

朋友或邻居分享宠物饲养技巧及宠物萌点

养宠费用高昂

3 What do they THINK and FEEL?

希望提前了解宠物信息并划算地购买宠物

希望向别人请教养宠技巧、快速获得优质信息

希望分享自己爱宠的动态获得他人的肯定和情感上的共鸣

如何才能低成本的饲养宠物

到哪里去买便宜且可靠的宠物用品

如何方便快捷的为爱宠寻求医疗服务

如何做到云养宠

What other thoughts and feelings might motivate their behavior?

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?

浏览有关宠物动态

身边邻居或朋友的宠物

看到媒体宣传宠物用品广告

① 看到宠物生病   观看爱宠视频

2 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?

网络社区概念

广告信息虚假

吐槽养宠感受

4 What do they SAY and DO?

分享或获得养宠经验

咨询宠物医疗服务

购买宠物及其用品

分享养宠日常

跨平台寻求服务，不方便

身边养宠爱宠人士较少

寻求宠物医疗服务需要耗费大量时间

5 PAINS
What are their fears, frustrations, and anxieties?

假信息和网络信息过多，影响判断

宠物用品昂贵且购买途径较少、质量难以得到保证