

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The Empathy Map Canvas is a diagram shaped like a face, used for understanding a user's perspective. It is divided into seven numbered sections around a central face:

- 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?
- 2 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?
- 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?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 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?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

GOAL

Designed For: PROJECT SHOWCASE CHALLENGE

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Q1:

We empathize with people who lost a parent, grandparents, a child or any other relative and would have liked to talk to them somehow.

They miss their loved ones.

When they lose someone very dear, they go through a very difficult time.

Q2:

They need to "somehow" have a **voice conversation** with their dear ones that no longer exist, so that their **voice** may be **heard** with a technology.

They need to record a lot of voice conversations with their loved ones.

They will no longer have the unpleasant sensation that there are no more lost loved ones among them.

Q3:

They see things with another thought

They still "see" in mind those loved ones.

They see to others that they understand the loss of their loved one, or that they do not care.

They will watch movies that will make them forget and read books about religion.

Q4:

They want to do anything to hear their loved ones ones that no longer exist.

Q5:

They will go to a confessor, in a church, for important discussions about their lives.

They try to talk to other relatives to forget or remind loved ones.

Q6:

They hearing others say that they should not think about the loss suffered.

Q7:

Pains:

Pain suffering from the loss of loved ones.

The fact that there is no longer a chance to hear them again.

Gains:

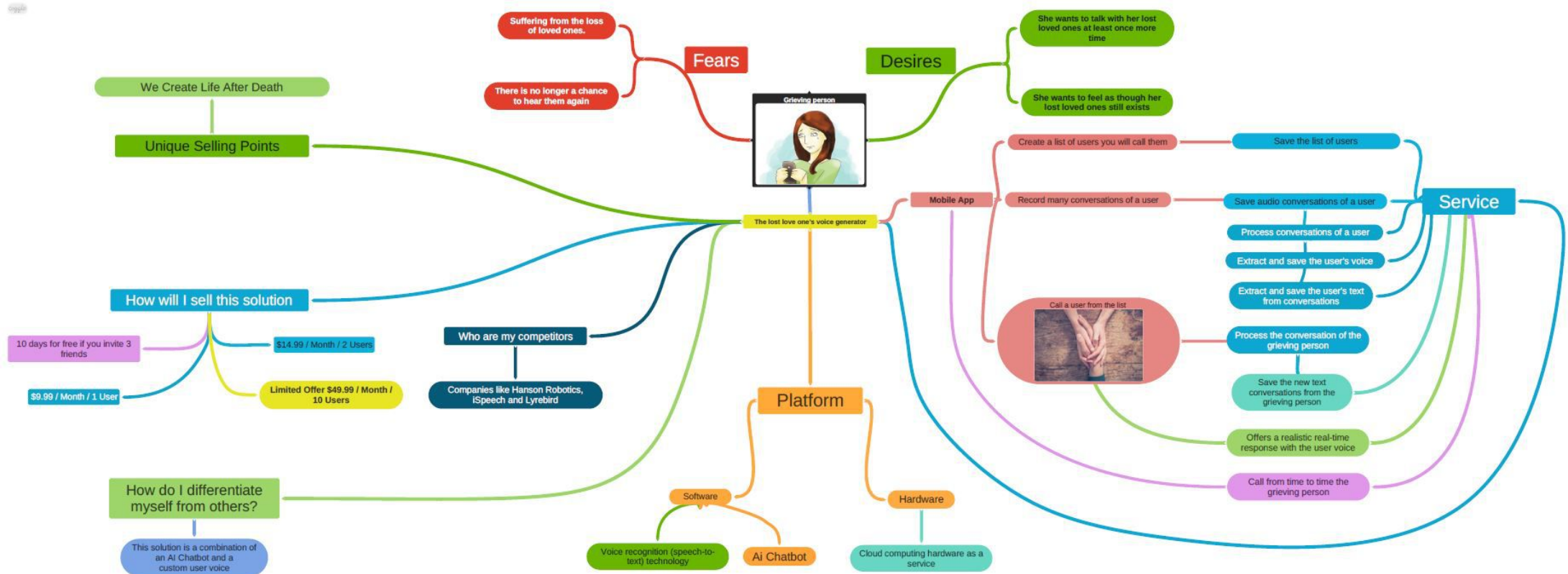
They want to hear their lost loved ones at least once more time.

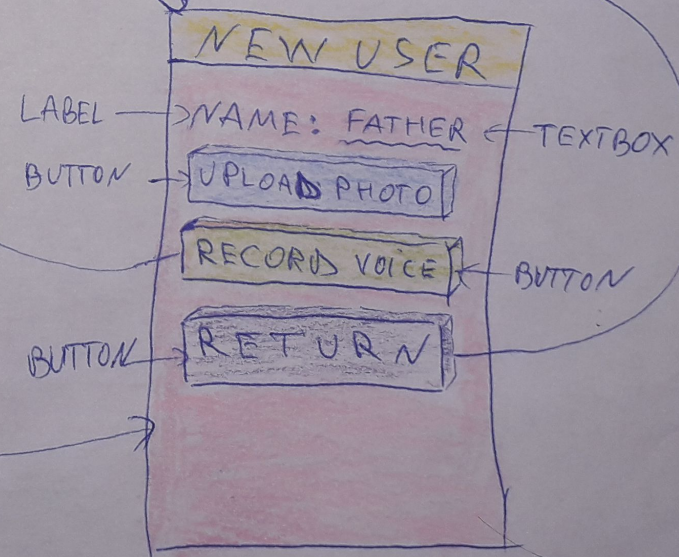
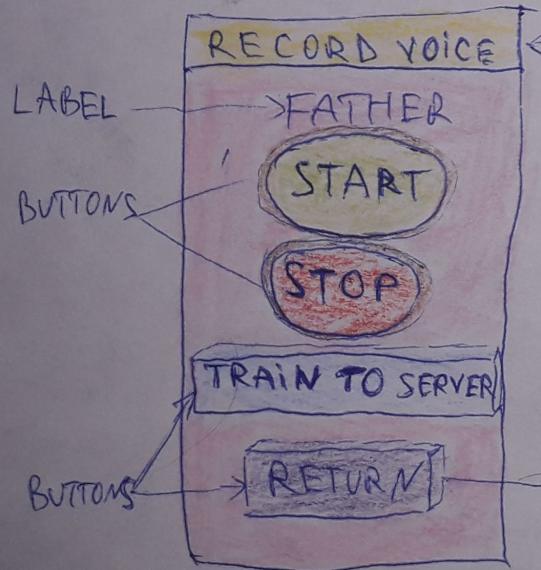
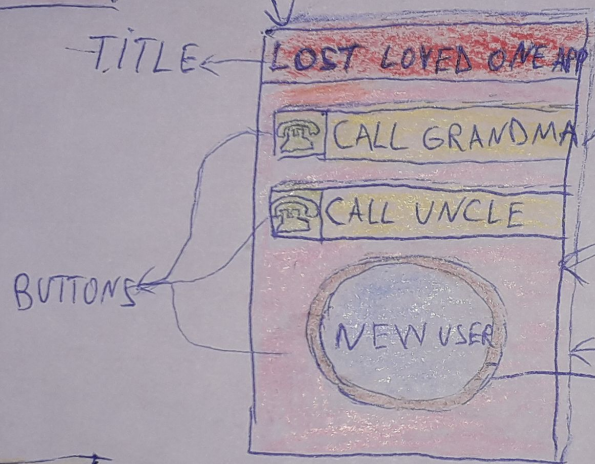
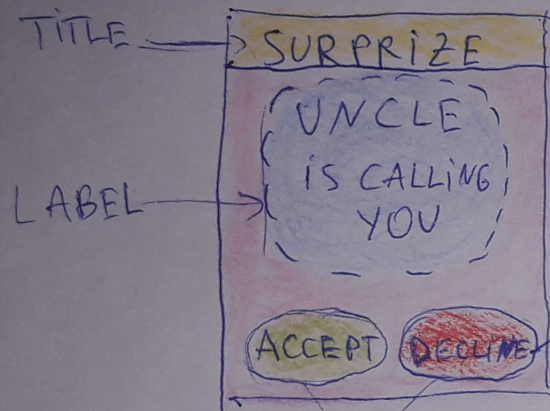
They want not to lose anybody dear.

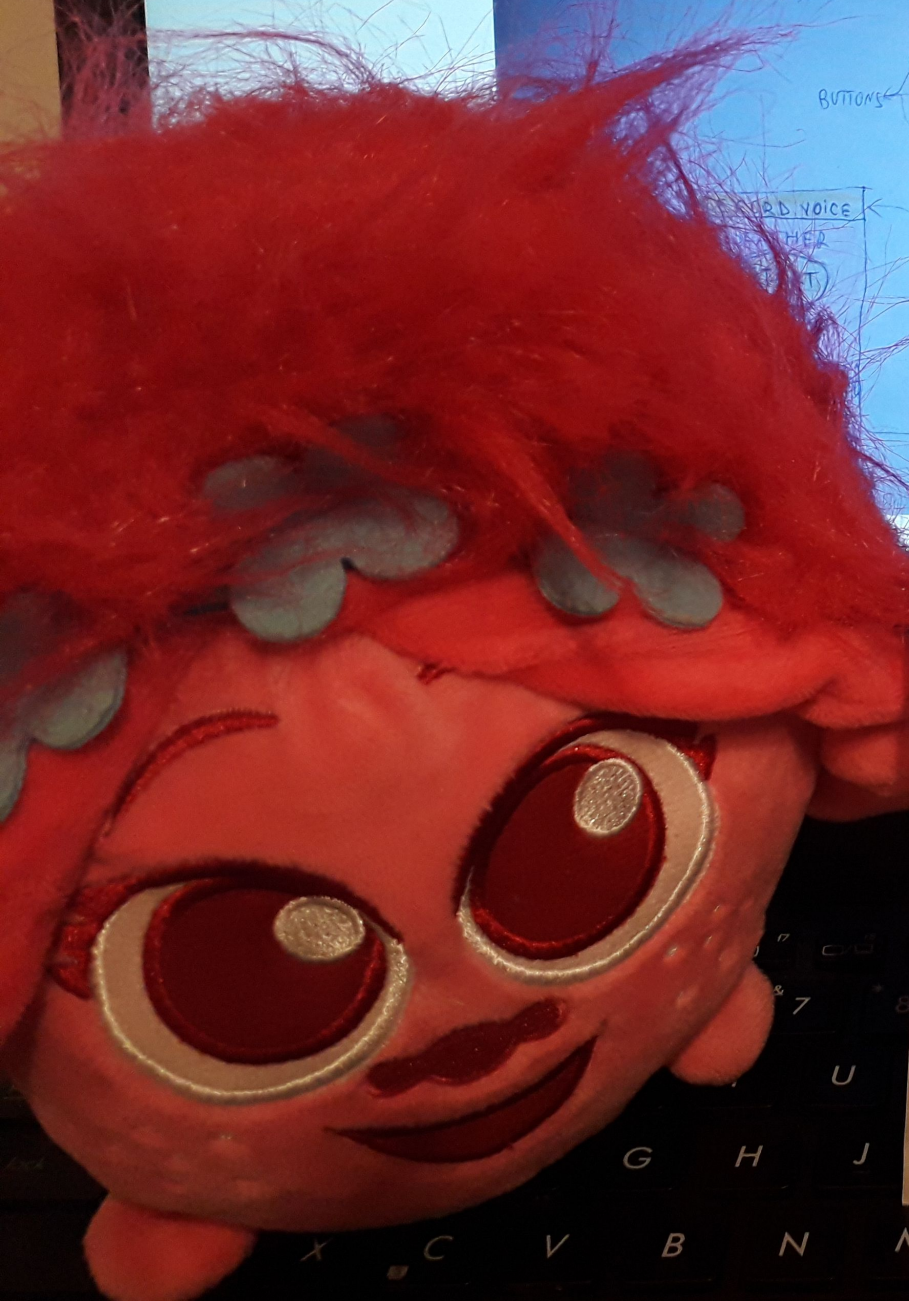
They want to be surrounded by loved ones who are still alive.



My grieving person **needs** a way to contact a lost loved one **because** she needs to be able to hear the lost loved one's voice when suffering and longing return.







-YOUR APP IT'S
UNBELIEVABLE!
-IT'S BLOWING
MY MIND!!!
-IT'S THE FIRST
TIME I HAVE EVER
HEARD ABOUT IT.
-IT CAN HELP
EVERY PEOPLE
TO DECREASE
THIS TYPE OF
SUFFERING!
-IN SHORT FUTURE,
I THINK WILL BE
A MUST TO
HAVE!
-FOR MY CASE IS
WONDERFUL!
• THANK YOU, MIHAIL!

GOOD LUCK,
ADRIANA

