🧩 Empathy Map Canvas

Date: 25 June 2025
Team ID: LTVIP2025TMID51488
Project Name: Measuring the Pulse of Prosperity
Maximum Marks: 4

Persona 1: Economic Policymaker

🗣️ Says

- "I need a clear visual of how our country ranks globally."
- "Reports are too lengthy—hard to act decisively."

🫨 Thinks & Feels

- Feels anxious about missing critical insights.
- Wonders if decisions are data-driven enough to be effective.
- Hopes the dashboard gives a 'big-picture + detail' view.

👀 Sees & Hears

- Sees colleagues using dashboards from international bodies.
- Hears media debates on fiscal vs regulatory reforms.

👣 Does

- Browses through cumbersome PDF/Excel reports.
- Switches between tabs in slow-loading government portals.

⚠️ Gains

- Wants a fast, intuitive tool to analyze policies.
- Needs visual evidence to support stakeholder conversations.

💔 Pains

- Overwhelmed by scattered, non-interactive data.
- Risk of overlooking important trends between pillars.

Persona 2: Business Investor

🗣️ Says

- "I need to spot countries improving over time."
- "Correlating scores with GDP growth is tedious."

🥴 Thinks & Feels

- Feels frustrated by manual trend tracking.
- Worries about missing lucrative opportunities abroad.

👀 Sees & Hears

- Sees reports mentioning "index changes" without visuals.
- Hears peers talk about emerging market potential.

👣 Does

- Compares multiple spreadsheets manually.
- Visits numerous data portals to gather context.

⚠️ Gains

- Wants interactive visuals showing score trajectories.
- Desires alerts on significant pillar improvements.

💔 Pains

- Time wasted on manual date filters and exports.
- Concerned about drawing decisions from outdated or fragmented data.

Why This Matters

Empathy maps help your team align on what users truly think, feel, say, and do, and highlight their main **pains** and **gains**. This aligns your dashboards to directly address user needs—ensuring real impact