ANONDOCS – EMPATHY MAP

Introduction Questions:

1. Can you briefly introduce yourself and your occupation or main daily activity?

General Experience:

2. How often do you handle documents containing sensitive or private information (e.g., names, addresses, financial details)?

3. Can you describe your current method or process of redacting or hiding sensitive information in documents?

Pain Points:

4. Have you ever accidentally shared sensitive information? If yes, could you tell me about that experience?

5. What challenges or frustrations do you encounter when manually editing or removing sensitive information?

6. Approximately how much time does it take for you to manually redact sensitive data in a typical document?

Expectations and Needs:

7. If there were a mobile app that could scan documents and automatically redact sensitive details (names, addresses, financial information), what specific features would you find essential?

8. Would saving the automatically redacted documents directly as Word files be beneficial to your workflow? Why or why not?

Concerns and Trust:

9. Would you have any concerns about using an AI-powered application to automatically hide sensitive information? Could you elaborate?

10. What measures would make you trust an AI application for managing sensitive data more confidently?

Closing Question:

11. Do you have any additional suggestions or comments about such an app or anything we've discussed?

EMPATHY MAP

"I need a tool that can secure my documents quickly and efficiently, without messing up the format."

"A trusted AI tool would make my work much easier, especially if it helps me quickly verify and redact customer data."

"I want a faster way to scan documents and fill out product details so I can focus on more important tasks."

"Manual redaction is too tedious; I worry about making mistakes."

SAYS

Concerned about data security and privacy when using AI tools.

Frustrated by time-consuming processes for redaction or data entry.

Wonders how to maintain document formatting or academic consistency.

Sees AI-powered automation as a potential solution to avoid repetitive tasks and speed up workflows.

THINKS

DOES

Frequently handles sensitive documents for academic, customer support, or retail product data.

Scans or photographs documents and products; uploads or shares them for various purposes.

Double-checks addresses, phone numbers, prices, or personal information to ensure accuracy.

Explores or tests new software tools (especially those with AI or automation) to streamline tasks.

FEELS

Frustrated when tasks take too long or require repetitive manual effort.

Worried about accidentally exposing personal or customer data.

Anxious about using untrusted tools that might compromise privacy or security.

Eager and hopeful to adopt an efficient, trusted solution that saves time and preserves data integrity.