

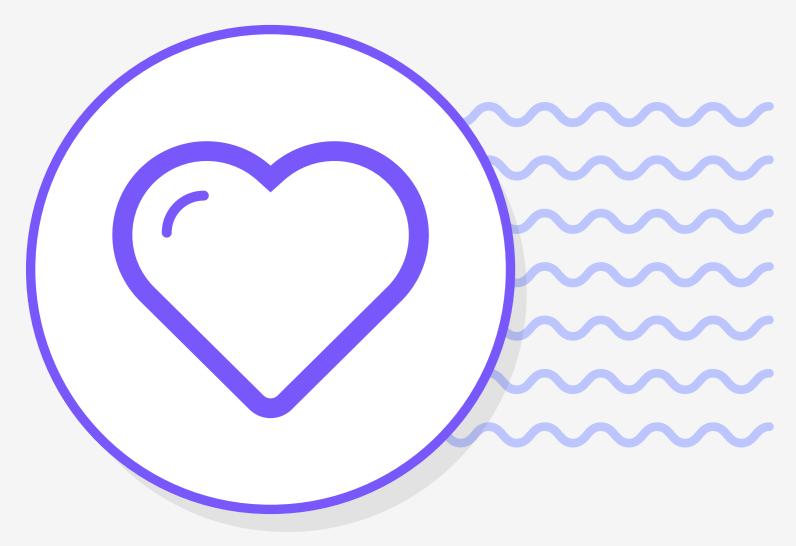
# canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



Share template feedback



# Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



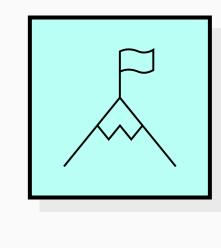
# WHO are we empathizing with?

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

India's smartphone shipments increased at varying rates by brand, with Xiaomi having the highest market share in the most recent quarter, with 21.99%. However, that rate is a 4.70% decline from the first quarter of 2022. (Source: https:// www.bankmycell.com/blog/ smartphone-market-share-inindia/)

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 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?

India has emerged as a major player in the mobile industry, with several popular and reputable home-grown mobile phone brands. Some of the best Indian mobile phone brands to consider include Karbonn Mobiles, Lava International, Micromax Informatics, Intex

Technology, and iBall.

**PAINS** are their fears,

omi leads the monthly

market share of smartphone

shipments in India with 21.99%.

It is followed by Vivo with 17.56%

and Samsung with 14.29%.

Realme, OPPO, OnePlus, and

Apple follow the top three, with

13.37%, 12.06%, 4.18%, and

3.88% market penetration rates,

respectively.

### **GAINS**

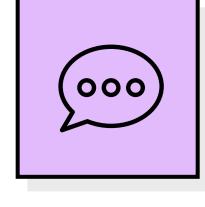
What do they THINK and FEEL?

What are their wants,

There is a significant difference in consumer demand between India's top five smartphone vendors from the rest. The top 5 vendors dominate and take more than 70% of the market share, while the other vendors take less than 5% market share each in the same period. (Source: https:// www.bankmycell.com/blog/ smartphone-market-share-inindia/)

Today, India is a net exporter of **food** grains. Some of the largest exports of India include Basmati \_\_\_\_ and non-Basmati rice as well as Wheat.

What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

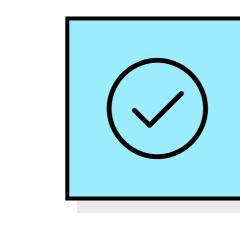


# What do they SAY?

What have we heard them say? What can we magine them saying?



- Micromax.
- Lava.
- Xolo. Karbonn Mobiles.
  - iBall.
  - Apple.
  - Samsung. Xiaomi.



## What do they DO?

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

