

E-Commerce – Empathy Map Canvas

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Project Name: E-Commerce – Online Shopping Platform

Empathy Map – Customers

SAY:

- “I want good quality products at the best price.”
- “The checkout process should be simple.”
- “I need clear product details and reviews.”

THINK:

- “Is this product original?”
- “Are the reviews real?”
- “Will my order arrive on time?”

DO:

- Compare prices across apps.
- Read reviews before buying.
- Add items to wishlist/cart.

FEEL:

- Excited about offers.
- Worried about delays.

- Confused by too many choices.

Empathy Map – Sellers

SAY:

- “I need an easy way to upload and manage products.”
- “Inventory management should be automated.”

THINK:

- “How can I increase my sales?”
- “Are my products reaching customers?”

DO:

- Update stock manually.
- Track orders in spreadsheets.
- Respond to customer questions.

FEEL:

- Overloaded.
- Stressed.
- Motivated to improve sales.