

## 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.