Empathy Map

What does he think and feel?

Its a new thing to learn ,how to add google analytics to a website?

What does he hear?

Good initiative , Nice try , Not Bad, Still they can make it better

What does he see?

This can take the business more wider and can able to reach longer

What does he say and do?

work on how people find your website, Reduce bounce rates.

Pain

Security concerns, privacy concerns

Gain

Track the behaviour of the visitors, understand potential donors, Take business wider.