

#### 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?

You are empathizing with potential users of your YOLO-based weapon detection application. The person you want to understand is an individual concerned about personal safety and security. **The Person:** 

 Concerned about safety: This person has genuine concerns about their personal safety and the safety of their loved ones. **The Situation:** 

 Everyday life: Your potential users find themselves in various everyday situations, including walking through their neighborhoods, commuting to work, attending public events, or traveling to unfamiliar are<mark>as.</mark>

**Their Role in the Situation:** <u>Protector:</u> In each of these situations, their primary role is to protect themselves and those around them from potential threats, such as violence, theft, or harassment.



#### What do they HEAR?

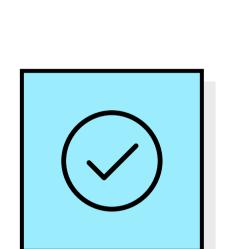
What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

They can hear from media reports, public concerns, social media, etc.

They can hear recommendations and user experiences from their friends.

There can be Workplace Discussions and Safety Measures Discussions among colleagues.

Community News, Safety Advice from second-hand.



# What do they DO?

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

What they do today:

Awareness and vigilance, Use of safety tools, Public safety measures. Behavior we've observed:

Precautionary measures, Situational

awareness.

What we can imagine them doing: Using your application, Sharing positive experiences, Advocating for community safety, Providing feedback

**GOAL** 

### What do they THINK and FEEL?

# **PAINS**

What are their fears, frustrations, and anxieties?

Fears:

Fear of violence, Fear of personal harm, Privacy concerns.

Frustrations: Ineffective or slow response, Complex or unreliable technology, Lack of awareness.

**Anxieties:** about being a victim, public spaces, Data security anxiety.



What are their wants, needs, hopes, and dreams?

#### **Wants:**

(~<u>\*</u>~)

Enhanced safety, Peace of mind, Empowerment.

Needs: Effective weapon detection, User-friendly interface, Privacy and data security.

**Hopes and Dreams:** A safer world, Enhanced community safety, Personal and family security, Lifestyle without fear.

# What other thoughts and feelings might influence their behavior?

There is always a fear factor and a lack in trust if a particular application or machine would work in the time of need. Also at the time of a problem, they might get super scared or anxious an<mark>d not be able to react accordingly.</mark>

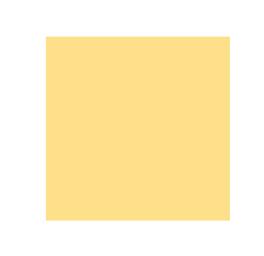
#### What do they need to DO?

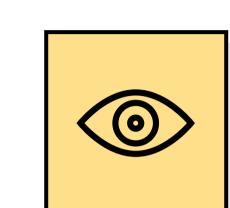
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make?

How will we know they were successful?

Activate the app, Navigate the user interface, Stay vigilant, Take action, Embrace technology for safety, Stay

**Enhance personal** safety, Achieve peace of mind. They will they are successful through: User feedback, Incident prevention, Engagement and usage, Safety statistics





# What do they SEE?

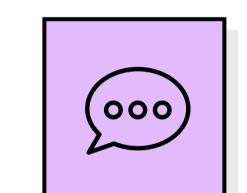
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

Users in the marketplace are likely to encounter a variety of security and safety applications. These may include surveillance systems, personal safety apps, and even augmented reality applications.

In their immediate environment, users may encounter various safety challenges, such as concerns about violent incidents, theft, or attacks.

Users often turn to social media, online forums, and reviews to learn about new safety apps and technologies.

Your target users may be reading news articles, watching videos, and following blogs related to personal safety and security. Stay updated on current events and trends in weapon detection technologies.



# What do they SAY?

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

Concerns about personal safety

Desire for proactive solutions

Privacy and data security concerns

Interest in technology

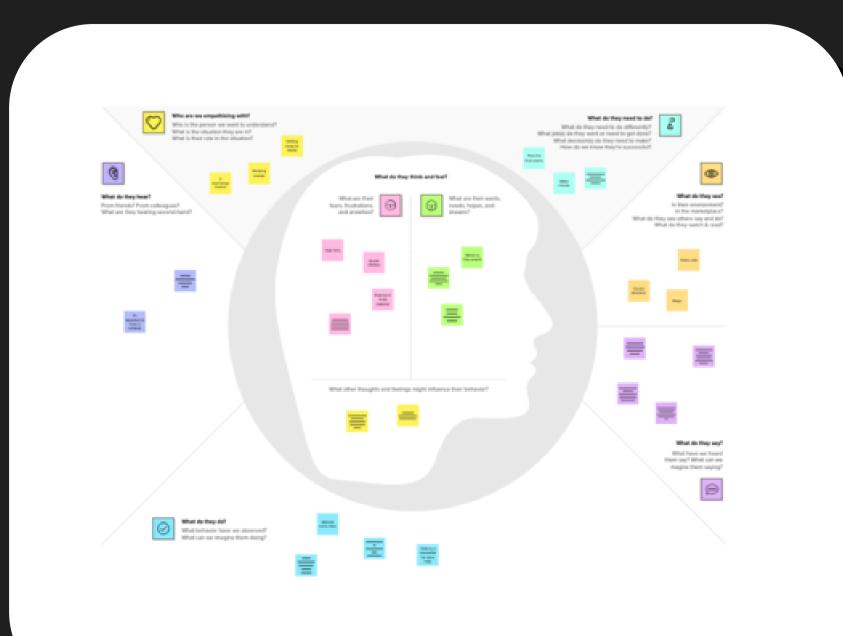
Appreciation for real-time weapon detection

Relief from constant vigilance

Requests for user-friendly features

Desire for continuous updates and support

Sharing success stories



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