

EMPATHY MAP

WHO are we empathizing with?

USERS

THINKS

I want something awesome
What else am I missing?
Is this the best?
Is it affordable?

SAYS

It should be accurate
I want this to be reliable
It should be user friendly
More application oriented

FEELS

Overwhelming
Confused
Safe and secure
Curious

DOES

Compares similar products
Does more research
Tests the working
Asks for suggestions

A NOVEL METHOD FOR HAND WRITTEN DIGIT RECOGNITION SYSTEM