TASK-11 EMPATHY PROCESS FLOW

Persona

GOUTHAM

Product: Smart backpack with charging ports and gps tracker.

Pains:

- Battery Life Issue
- App Usability
- Weight of the Backpacks

Gains:

- Convenience
- Security
- Modern Design for easy use

SAY

Sticky notes

- The charging ports are shortage and not enough for his needs.
- Goutham is not comfortable to track my backpack using the app.
- The design of the product is good but he is feeling some difficulty in using it.
- The GPS tracker need more battery and the battery is draining quickly.

THINK

Sticky notes

- Goutham need a more perfect charging solution for his travel.
- The app shoiuld be more easier to use and navigate.
- Is the given product is worthfull to the given cost?
- The bakpack should be light weight so that it can be carried easily.

FEEL

Sticky notes

- He feels frustrated with limited battery life.
- He is worried about the potential loss if the GPS doesn't work.
- He is annoyed with the usage of the app provided to that product.
- He is satisfied with the space provided in the bag and modern design.

DO

Sticky notes

- Need to carry additional power banks to supply the charging ports.
- Avoid using the GPS frequently to consume the battery usage.
- Look for an alternative backpacks with much better power solution.
- Use the backpack continuously for its design and organization.