

Ideation Phase

Empathize & Discover

Date	22 Oct 2023
Team ID	NM2023TMID03223
Project Name	A Comprehensive Analysis of Financial Independence based on Data taken from Reddit
Maximum Marks	4 Marks

Empathy Map Canvas:

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Need some inspiration?

See a finished version of this template to kickstart your work.

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1

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Says

- Struggling in algebra
- Struggle to understand the concept of vectors and differentiation
- Feeling overwhelmed by the workload and pressure
- Don't receive enough support from teachers and peers

Thinks

- Want to see more interactive content in the study materials
- Want to manage my time better so I can attend all my classes
- Want to improve my grades in general
- Want to see more support from teachers and peers

Does

- Attend classes regularly and participate in group discussions
- Study hard and try to understand the concepts
- Discuss with friends and try to understand the concepts
- Research about the subject and try to understand the concepts

Feels

- Stress
- Proud
- Motivated
- Excited and need more support

