Date	18 April 2025
Team ID	Team -145206
Project Name	Sociopedia (MERN Stack Social Media App)
Maximum Marks	4 Marks

Empathize & Discover

Date: 18 April 2025
Team ID: Team -145206
Project Name: Sociopedia

Empathy Map Canvas

User Persona:

Regular Social Media Users (young adults, students, professionals)

SAYS:

- "I want a clean and easy-to-use social media app."
- "I hate seeing unnecessary ads everywhere."
- "I want my personal data to stay private and safe."

THINKS:

- "Is my content reaching the right people?"
- "How secure is this platform with my personal information?"
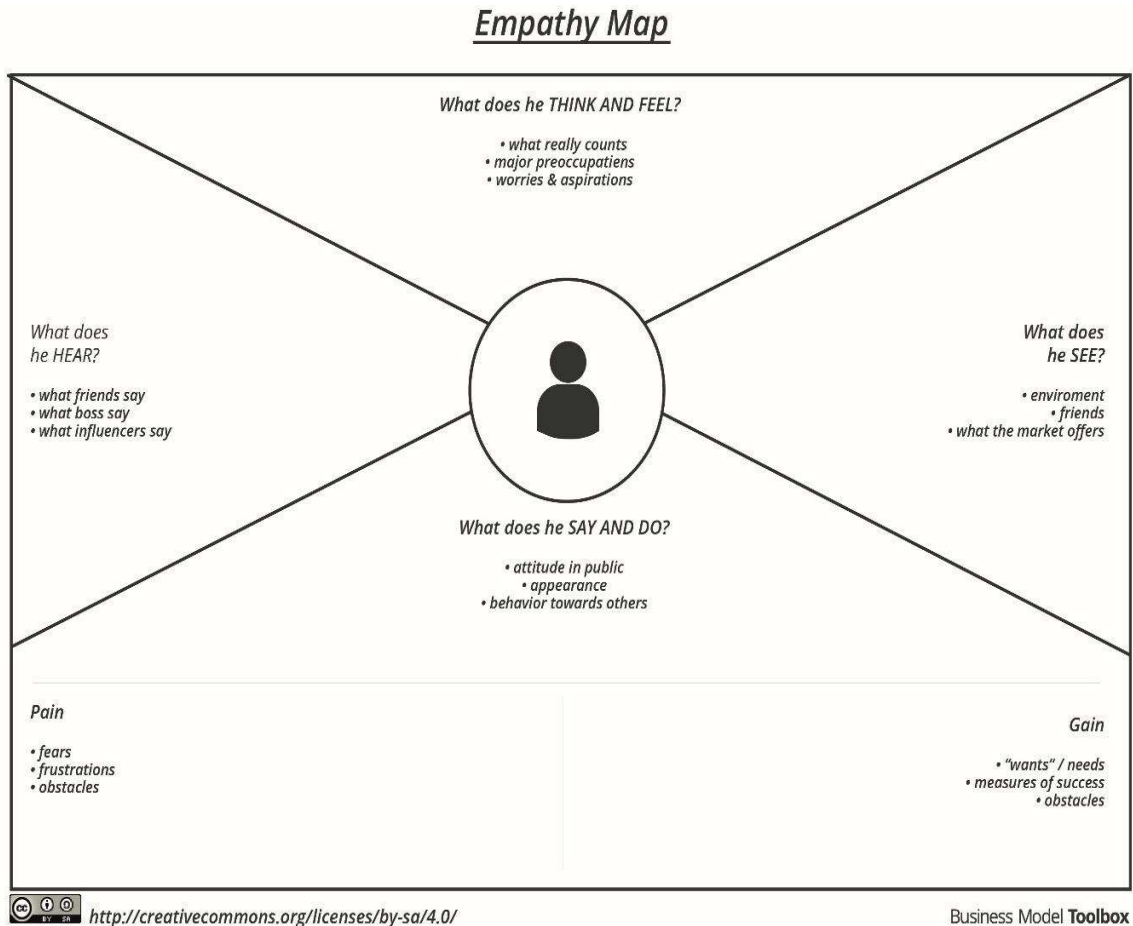- "I wish there was a platform without distractions."

DOES:

- Frequently scrolls feeds and interacts with posts.
- Shares photos, posts, and experiences online.
- Likes, comments, and follows other users.
- Looks for trending content and community engagement.

FEELS:

- Curious to explore new platforms.
- Frustrated with cluttered UIs and intrusive ads.
- Happy and excited when engaging with meaningful content.
- Worried about misuse of personal data.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

Empathy Map Canvas

Empathize & Discover

31 January 2025

Team ID

Project Name

SAYS

- I want a clean and easy-to-use social media app.
- I hate seeing unnecessary ads everywhere.

THINKS

- Is my content reaching the right people?
- How secure is this platform with my personal information?

I wish there was a platform without distractions

Empathy Map Sanvas

Regular Social Media Users (ยุน4 adults, students professiorals)

DOES

- Frequently scrolls feeds and interacts with posts.
- Shares photos, posts, and experiences online.
- Likes, comments and follows other users
- Looks for trending content and community engagement

FEELS

- Curious to explore new platforms.
- Frustrated with cluttered Uls antrusive ads
- Happy and excited when engaging with meaningful content
- Worried about misuse