**Ideation Phase**

**Empathize & Discover**

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

**Empathize & Discover**

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**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:**

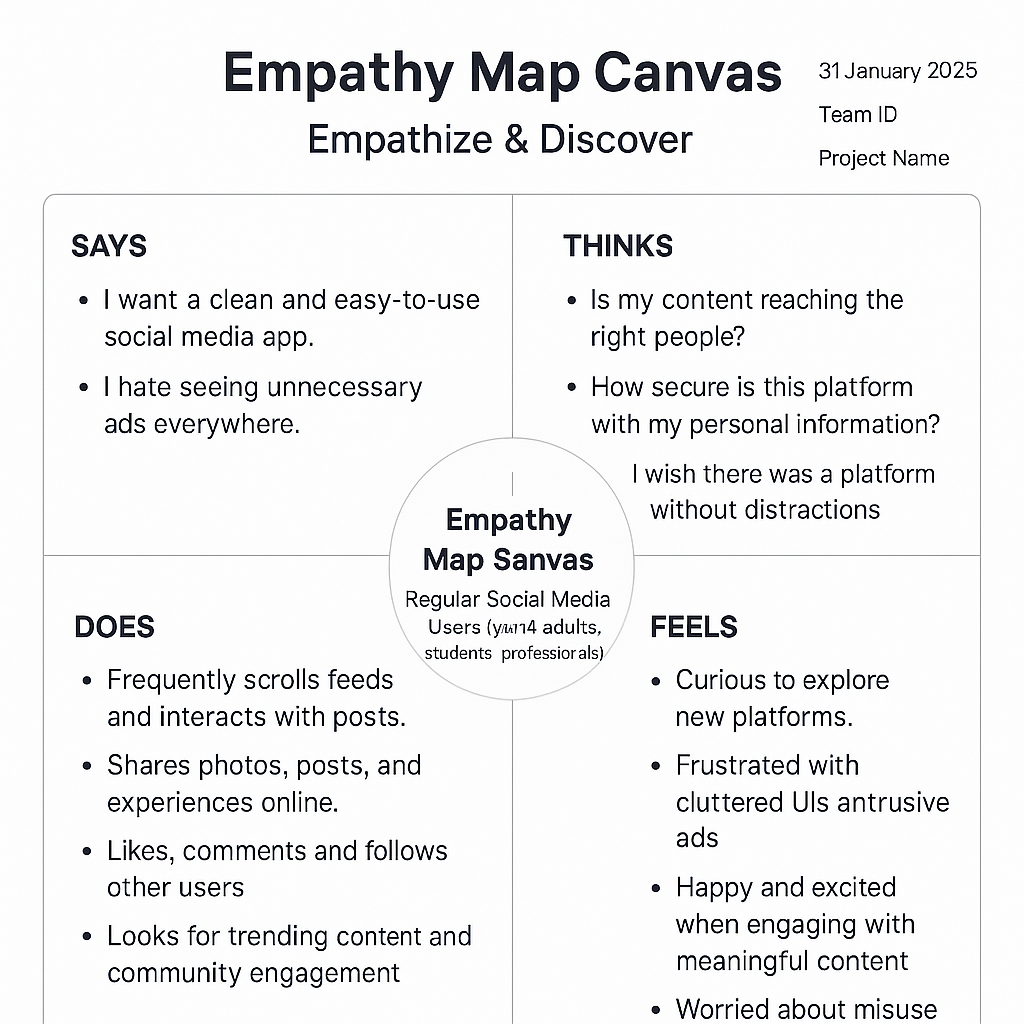
* Curious to explore new platforms.
* Frustrated with cluttered UIs and intrusive ads.
* Happy and excited when engaging with meaningful content.
* Worried about misuse of personal data.

**Example:**

Diagram

Description automatically generated

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

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