

Ideation Phase

Empathize & Discover

Date	19 october 2023
Project Name	IP Collectible Hub

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy Map for IP Collectible Hub:



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.

[Share template feedback](#)



Build empathy

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



PAIN

- Difficulty in finding rare IP collectibles.
- Lack of a dedicated community for IP collectors.
- Concerns about the safety and authenticity of trades

GAIN

- Access to a wide range of IP collectibles.
- A sense of belonging and community with like-minded individuals.
- Enhanced knowledge and appreciation of intellectual property.

Need some inspiration?

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

[Open example](#) →

