Ideation Phase
Empathize & Discover

Date	22 October2023
Team ID	F0D5C3415502FE8A788464F188059430
Project Name	Data Titans: Unearthing Trends from LinkedIn Influencers
Maximum Marks	4 Marks

Empathy Map Canvas:

To ensure the success of the "Data Titans" project, it's essential to understand the needs, frustrations, desires, and behaviors of our target audience. This empathy map will serve as a reference to gain insights into their world, helping us create a more user-oriented solution.

Example:

Empathy Map Canvas

What do they think and feel?

Motivations: Stay professionally informed, gain knowledge.
Pain Points: Information overload, difficulty in filtering valuable content.
Desires: A more efficient way to discover trends, save time.
Frustrations: The constant need to curate and filter content.

What do they see?

LinkedIn influencer posts in their feed.
A variety of industry-related content.
Other professionals engaging with influencers.

What do they hear?

Advice from peers on LinkedIn influencer selection.
Recommendations for tools to manage LinkedIn content.

What do they say and do?

"I follow these influencers to stay up-to-date with industry trends."
"I want content that's relevant and insightful."
"It's essential to connect with thought leaders on LinkedIn."
"I sometimes feel overwhelmed with the amount of content."
Follow multiple LinkedIn influencers.
Share interesting posts and articles.
Engage in discussions and comments.
Use hashtags and keywords for content discovery.

Pains

Information Overload
Content Filtering Difficulty
Lack of Efficiency

Gains

Time Savings
Knowledge Gain
Reduced Stress