

Ideation Phase

Empathize & Discover

Date	31 May 2025
Team ID	SWUID20250172428
Project Name	Social Media App
Maximum Marks	4 Marks

Empathy Map Canvas

Understand the needs, frustrations, and behaviors of social media users seeking meaningful, secure, and real-time online engagement through an innovative platform like SocialEx.

WHO are we empathizing with?

- Social media users who want real-time interaction, privacy, and efficient content sharing
- Students working on collaborative projects
- Digital creators and community builders
- People concerned about privacy on mainstream platforms

What do they need to DO?

- Communicate instantly with friends or groups
- Save and organize important posts for later
- Share stories or content in engaging formats
- Trust the platform to keep their data and messages secure
- Discover new content and users that align with their interests

What do they SEE?

- Overwhelming content feeds on current platforms
- Lack of productive tools in existing social media apps
- Frequent data leaks and privacy breaches
- Features scattered across multiple apps, not unified

What do they SAY?

- “I wish I could chat and share files instantly in one place.”
- “There’s too much noise, I can’t find what matters.”
- “I’m scared my personal chats might be leaked.”
- “Why can’t I save a post and easily find it later?”

What do they DO?

- Switch between multiple apps for chat, posts, and stories
- Use third-party tools for content saving/bookmarking
- Hesitate to share sensitive content due to trust issues
- Try to grow personal or academic communities online

What do they HEAR?

- Friends recommending newer, secure platforms
- Media stories about social media addiction and data privacy concerns
- Influencers shifting to alternative platforms with better control
- Peers using social media for academic collaboration

PAIN

- Privacy concerns and lack of trust in current platforms
- Fragmented tools for collaboration, sharing, and messaging
- Overloaded content streams with low relevance
- Inability to archive or revisit important posts easily

GAIN

- A secure and unified platform for messaging, stories, and post sharing
- Real-time collaboration features for students and creators
- Reliable post saving and quick retrieval for future reference
- Empowered community building with robust privacy settings