

Ideation Phase

Empathize & Discover

Date	30 oct 2023
Team ID	NM2023TMID01111
Project Name	Keyword Research using Google Keyword Planner

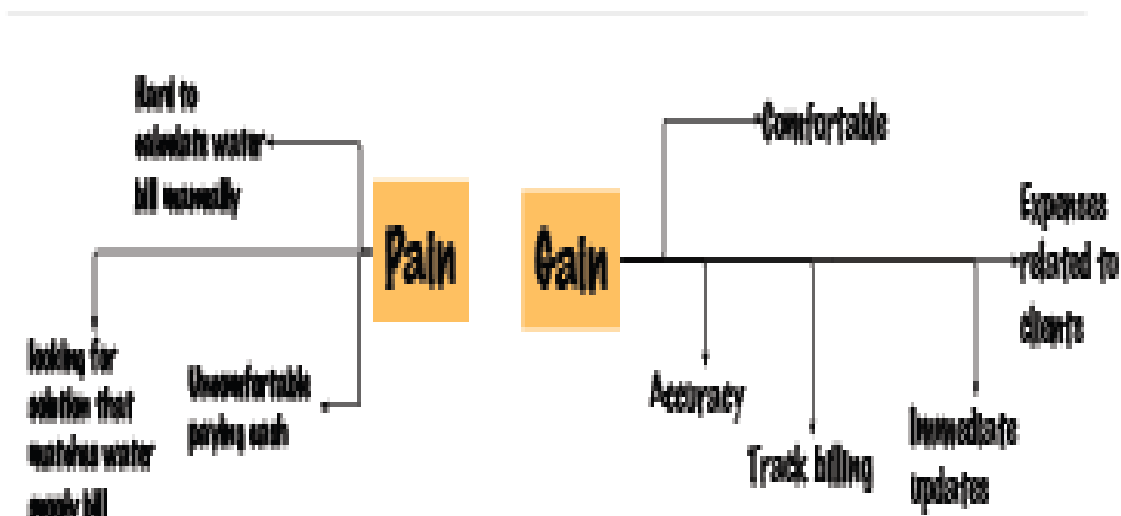
Empathy Map Canvas:

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

The Empathy map of our project, with pain and gain aspects are shown below.



Keyword Research Using Google Keyword Planner



Reference link:

<https://app.mural.co/t/datadriveninsightsonolympics4620/m/datadriveninsightsonolympics4620/1683212104888/0eede52c2b5bdbf2874d54b248abd6b4c706caac?sender=ubfb5abd1ad489d7a0eef0582>