InsightStream: Navigate the News Landscape
Ideation Phase
Empathize & Discover

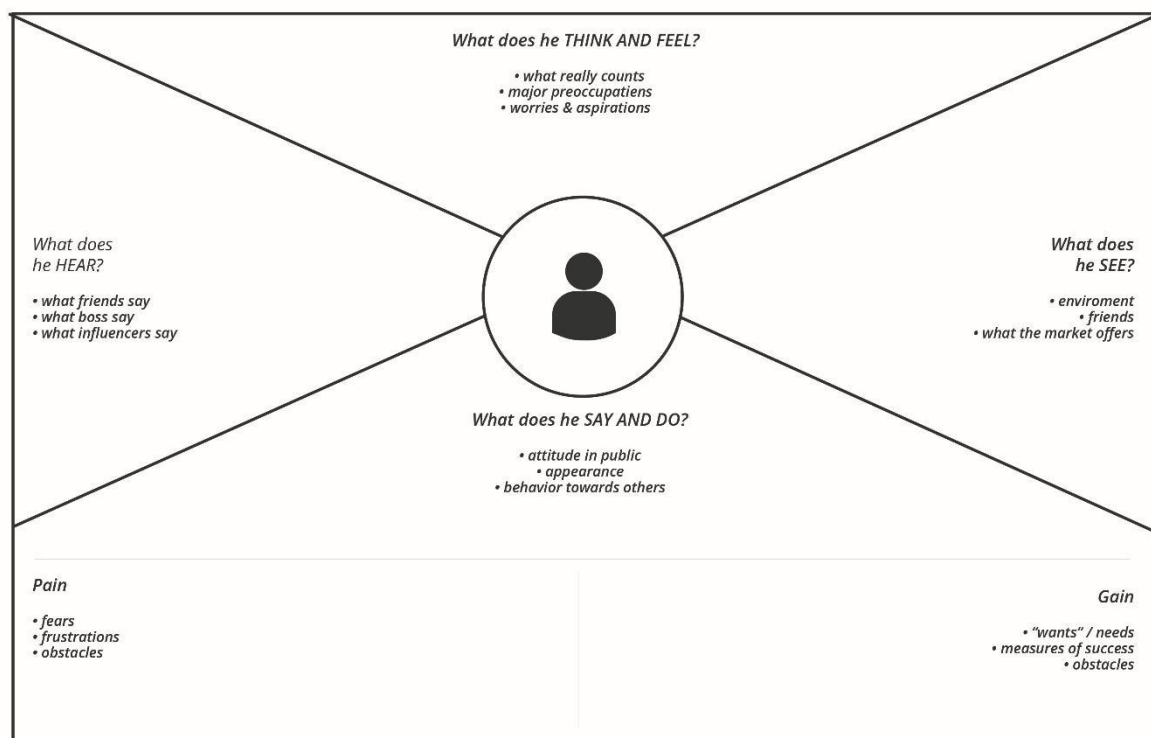| Date	31 January 2025
Team ID	SWTID1741529222158054
Project Name	News app
Maximum Marks	4 Marks
Team leader	HEMACHANDRAN .B
Team member	DINESH .S
Team member	GANAPATHI .T
Team member	DINESH .K
Team member	YUVARAJ .S

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 helps 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.

Example:

Business Model **Toolbox**

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

Says
What have we heard them say?
What can we imagine them saying?

I just need quick updates.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I don't have time for long articles.

Shivani Kapoor
Busy Professional

Does
What behavior have we observed?
What can we imagine them doing?

Skims headlines, avoids cluttered news apps.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Frustrated by irrelevant news.

See an example