

Ideation Phase

Empathize & Discover

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Project Name	Project - News Tracker Application
Maximum Marks	4 Marks

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.

Says This section contains direct quotes from the user that have been gathered from interviews, product reviews, surveys, etc.,	Thinks While this quadrant may have similar content to the "Says" section, it is more focused on what a user is thinking and doesn't choose to say out loud
Does This quadrant captures what the user conventionally does and how they do it.	Feels This category addresses the user's emotional state and answers questions like "What worries or excites the user about the project?"

Empathy map design

News Tracker Application

