## EMPATHY MAP

Identifying stakeholder behaviour

Project name: NEWS TRACKER APPLICATION IN CLOUD APP DEVELOPEMENT

IBM NALAIYA THIRAN

Designed by:

B8-2A4E

what does (s)he Minute by It is useful THINK & FEEL? minute get news information feed Get caught Sentione Categories of news up with top tool used headlines what does (s)he what does (s)he Brandwatch HEARS Stay upaded the biggest across all news your devices What friends say Environment tracking tool Friends What the boss says W hat the market offers What influencers say Melttware Get local what does (s)he realtime data moniyoring SAY & DO? from your with revamped community tool Easy Stories for accesible you based Converts visitor to and protable on intrest loyal readers GAINS Read Catch up on Fake news Social Anytime Collection Catgories of "wants"/needs top news may misled Ready with your Awareness frustrations News more news measures of success reaers briefing Anywhere obstacles obstacles