

IDEATION PHASE

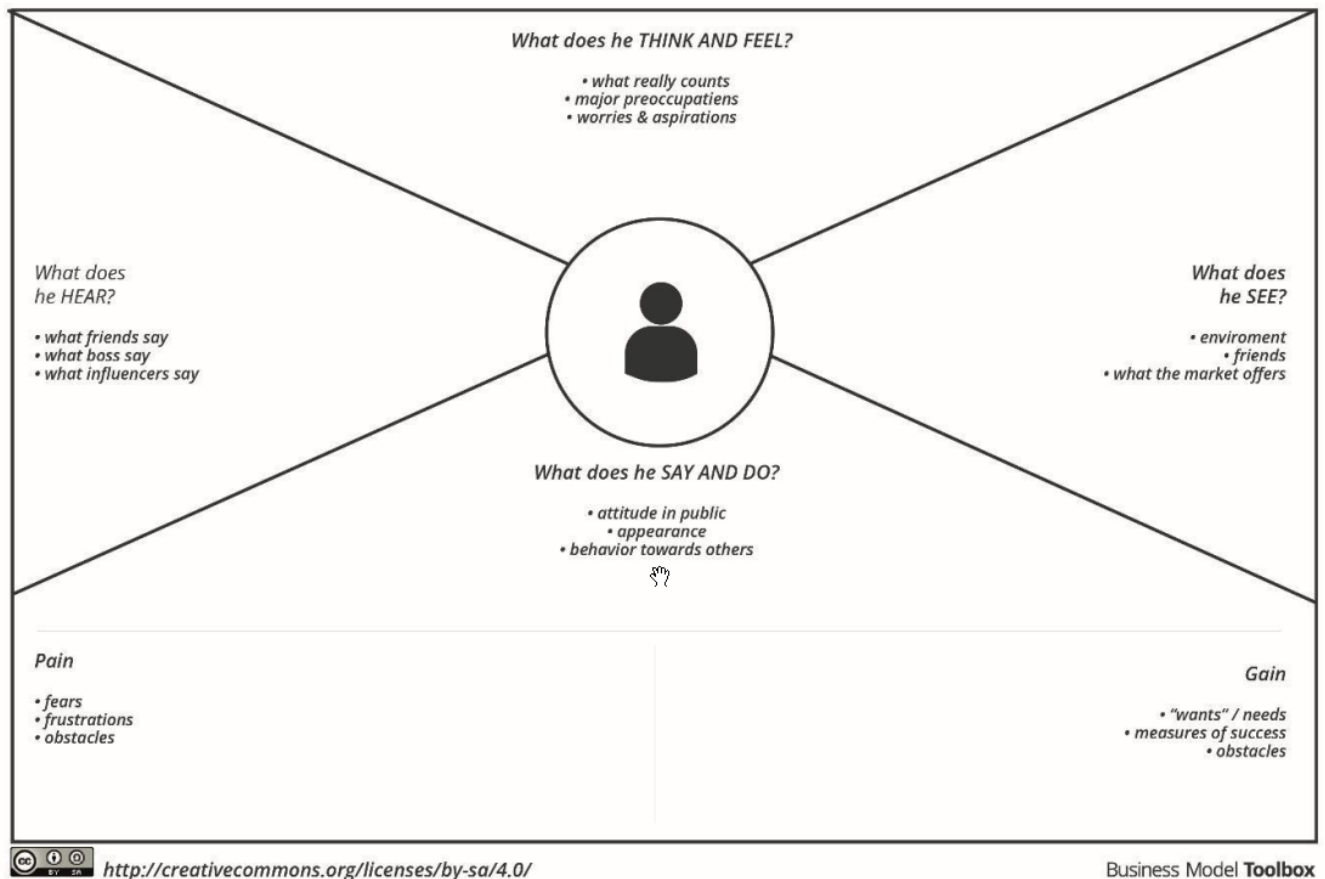
TEAM ID	PNT2022TMID07374
Project Name	NEWS TRACKER APPLICATION

Empathy Map Canvas:

An empathy map canvas is a more in-depth version of the original empathy map, which helps identify and describe the user's needs and pain points. And this is valuable information for improving the user experience.

Teams rely on user insights to map out what is important to their target audience, what influences them, and how they present themselves. This information is then used to create personas that help teams visualize users and empathize with them as individuals, rather than just as a vague marketing demographic or account number.

Example :



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

News Tracker Application Idea :

