IdeationPhase

Empathize&Discover

Date	29 September 2022
TeamID	PNT2022TMID09776
ProjectName	Project–NewsTrackerApplication
MaximumMarks	4Marks

EmpathyMapCanvas:

Anempathymapisasimple,easy-to-digestvisualthatcapturesknowledgeaboutauser'sbehavioursandattitudes.

Itisausefultooltohelpsteamsbetterunderstandtheirusers.

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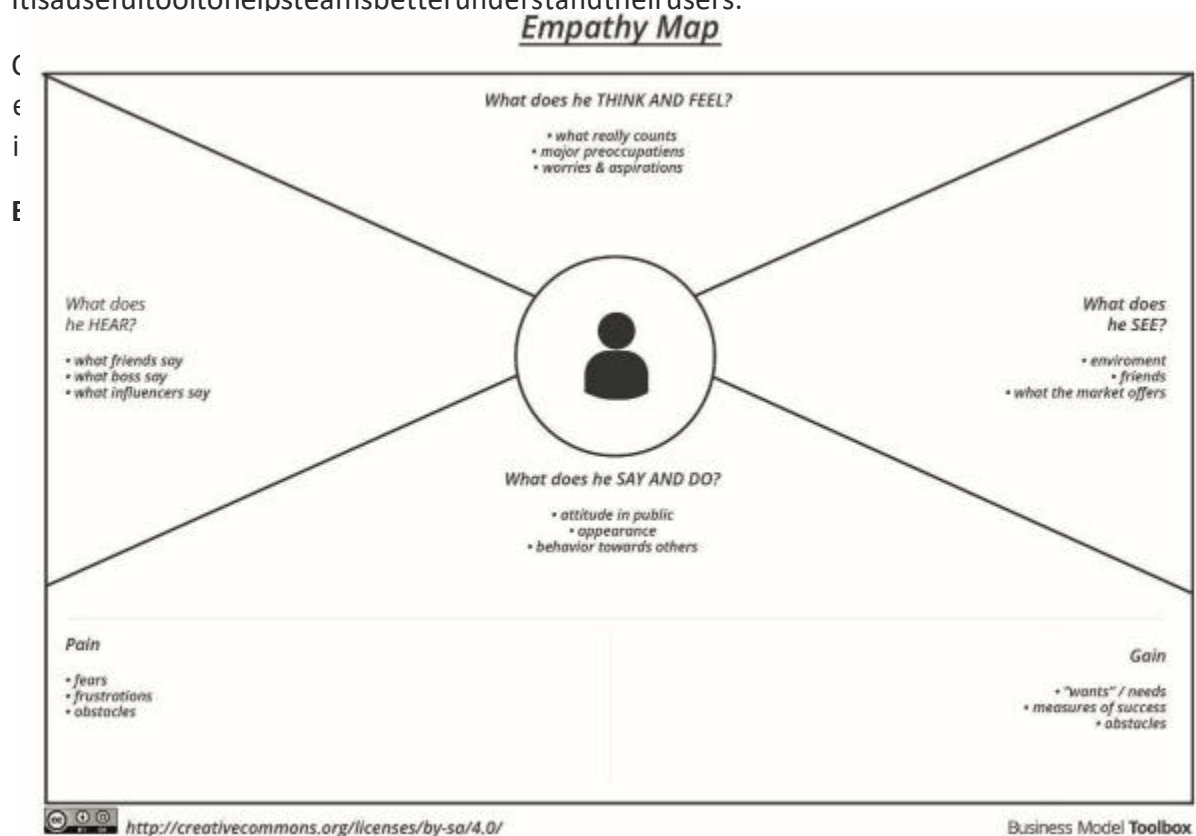
Example:NewsTrackerApplication

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Efficient
- easy to use
- Cozy
- Time Efficient
- Quick response

What do they HEAR?
what friends say
what boss say
what influencers say

- Convenient App
- All-in-One
- Extremely useful

What do they SEE?
environment
friends
what the market offers

- Traffic
- Walking
- Metropolitan environment
- Home
- Traveling

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Customize their profile
- Register an Account
- Browse through the website
- Read news
- Switch from Light to Dark Mode and vice versa
- Login to their account
- Comment on the news
- Bookmark the news

PAIN
fears
frustrations
obstacles

- Need of Internet Connection
- Bad for eyes (long term)
- Decreases mobile battery

GAIN
"wants" / needs
measures of success
obstacles

- Read news from all sources
- Reduced time
- Comfortable to read
- Bookmark news
- Everything in one place
- Save money