Ideation Phase
Empathize & Discover

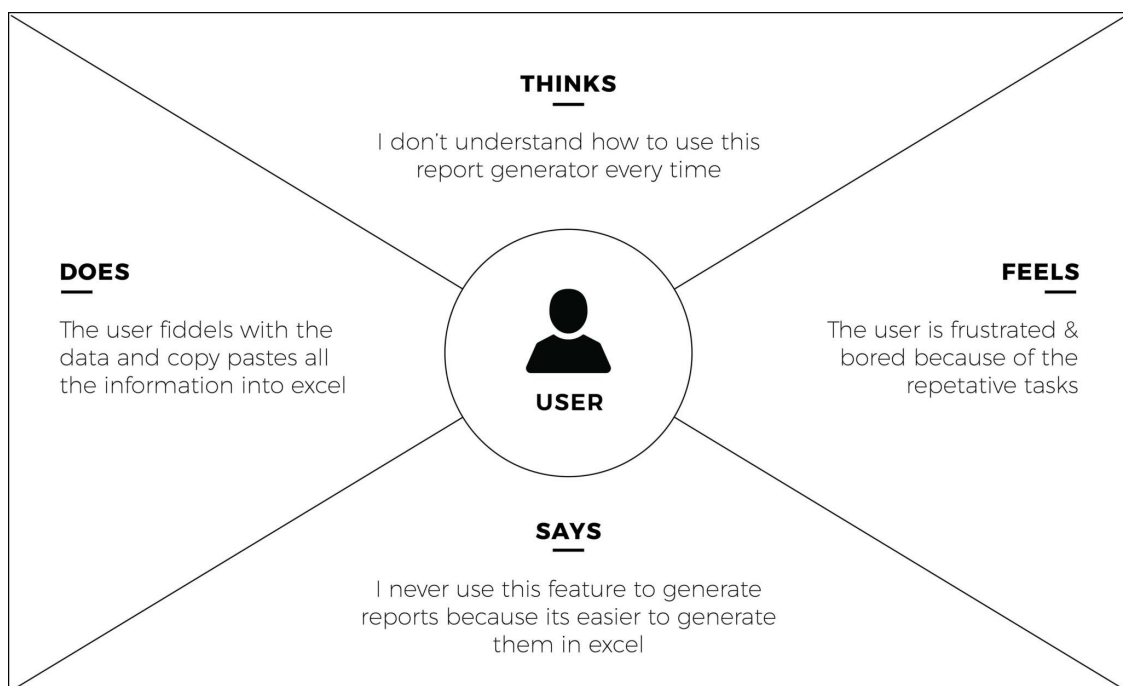| Date	04 NOVEMBER 2022
Team ID	PNT2022TMIB40290
Project Name	Project – News Tracker Application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a straightforward, easy-to-understand visual that captures information about a user's behaviours and attitudes.

It is a useful tool that assists teams in better understanding their users.Understanding the true problems and the person experiencing them is required for developing an effective solution. The exercise of creating a map encourages participants to consider things from the user's point of view, as well as his or her goals and challenges.

Example:

Empathy Map

THINKS

I don't understand how to use this report generator every time

DOES

The user fiddels with the data and copy pastes all the information into excel

USER

FEELS

The user is frustrated & bored because of the repetative tasks

SAYS

I never use this feature to generate reports because its easier to generate them in excel

Example: News Tracker Application

Think & Feel

| What this dish look like? | Annoying | Doesn't want frozen food | What should I eat today? | I'm hungry, but I don't have time to go downstairs | Why don't they provide card payment |

Hear

There are many food selections

Don't forget to prepare your cash

It looks like......

See

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy