


Ideation Phase

Empathize & Discover

Date	20 October 2022
Team ID	PNT2022TMID49738
Project Name	News Tracker Application
Maximum Marks	4 Marks

Empathy Map Canvas:


Template



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Digitally created by Drew Givati

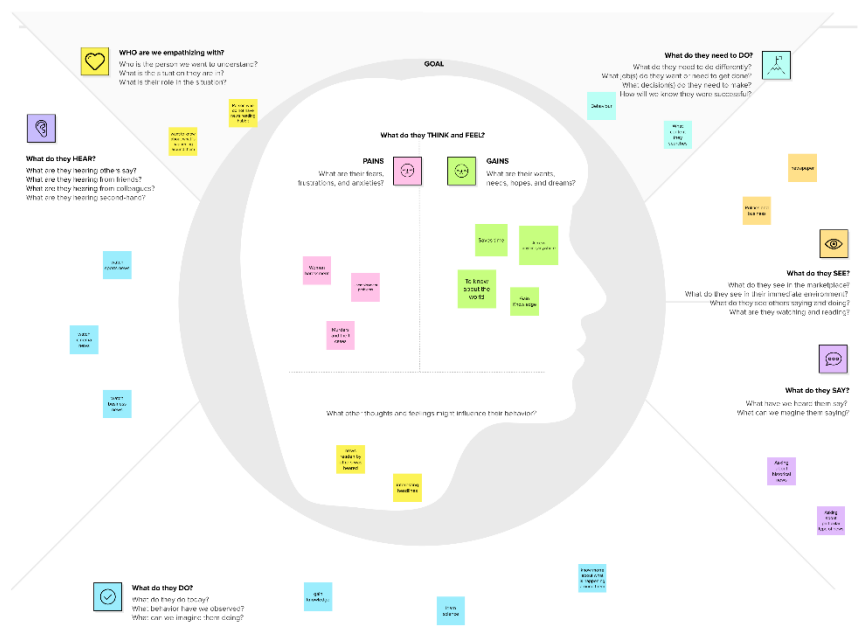


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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



The diagram is a large head silhouette divided into sections for an Empathy Map Canvas. The central head is divided into 'THINK' (left) and 'FEEL' (right) sections. The 'THINK' section includes 'PAINS' (What are their fears, frustrations, and anxieties?) and 'GOALS' (What do they want to achieve?). The 'FEEL' section includes 'PAINS' (What are their fears, frustrations, and anxieties?) and 'GOALS' (What do they want to achieve?). Surrounding the head are eight sections, each with a question and a corresponding icon: 'WHO are we empathizing with?' (top left), 'What do they HEAR?' (top left), 'What do they NEED to DO?' (top right), 'What do they SEE?' (top right), 'What do they SAY?' (bottom right), 'What do they DO?' (bottom right), 'What do they THINK?' (bottom left), and 'What do they FEEL?' (bottom left). Each section contains a list of questions and a small icon representing the section's theme.

