

Ideation Phase

Empathize & Discover

Team ID	PNT2022TMID49824
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.

Originally created by Dave Gray at **xplane**

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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.

GOAL

What do they need to DO?

What do they need to do differently?

What steps do they want to take to get done?

What decisions do they need to make?

How will we know they were successful?

What do they THINK and FEEL?

PAINS What are their fears, frustrations, and anxieties?

GAINS What are their wants, needs, hopes, and dreams?

What other insights and feelings might influence their behavior?

WHO are we empathizing with?

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

What do they HEAR?

What are they hearing others say?

What are they hearing from leaders?

What are they hearing from colleagues?

What are they hearing second-hand?

What do they SEE?

What do they see in the marketplace?

What do they see in their immediate environment?

What do they see others saying and doing?

What are they watching and reading?

What do they SAY?

What have we heard them say?

What can we imagine them saying?

What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?