Ideation Phase Empathize & Discover

Date	19 October 2022
Team ID	PNT2022TMID30954
Project Name	News Tracker Application
Maximum Marks	4 marks

Empathy Map Canvas:

1) An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps teams better understand their users.

2) Creating an effective solution requires understanding the true problem and the person who is experiencing it.

3) The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges
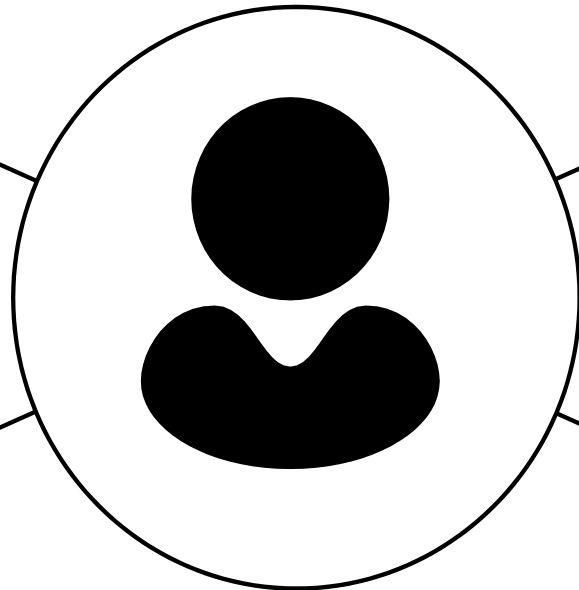
What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

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

Travelling

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

Customize their profile

Switch from Light to Dark Mode and vice versa

Register an Account | Browse through the website | Read news

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

Bookmark news

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