Ideation Phase
Empathize & Discover

Date	01 November 2022
Team ID	PNT2022TMID48038
Project Name	News Tracker
VMaximum Marks	4 Marks

EMPATHY MAP

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 HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Any time anywhere news

No need to pay for news

Find news using search bar

PAINS
What are their fears,
frustrations, and anxieties?

Need for an electronic device

Mobile data useage anxiety

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

Save money and time

Comfortable to read

What do they THINK and FEEL?

Easy to use

Comfortable to read

Quick to find

Application with lot of adds

News without images

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?

Couldn't find the exact news

Could provide additional data

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

customizing appearance

Browse through various sections

Personalising news feed