# Ideation Phase

# Empathize & Discover

| Date | 17/04/2025 |
|---|---|
| Team ID | SWTID1744376795 |
| Project Name | Tune Trails |
| Maximum Marks | 4 Marks |

## Empathy Map Canvas:

The Empathy Map is a visual tool used to understand the user's mindset, behavior, emotions, and needs. It helps us step into the shoes of our customers and design solutions that truly address their challenges.

In our music streaming app project, we used the empathy map to better understand the expectations and experiences of music listeners. By analyzing what they think, feel, see, hear, say, and do, we identified key pain points such as frequent ads, limited skips, lack of personalized recommendations, and difficulties in discovering new music. This process guided us in shaping a user-friendly platform that offers seamless listening, smart music suggestions, easy access to new releases, and a smooth registration experience.