

**FitFlex: Your Personal Fitness Companion**  
**Ideation Phase**  
**Empathize & Discover**

Date	31 January 2025
Team ID	SWTID1741150010
Project Name	<b>FitFlex: Your Personal Fitness Companion</b>
Maximum Marks	4 Marks
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**Empathy Map Canvas:**

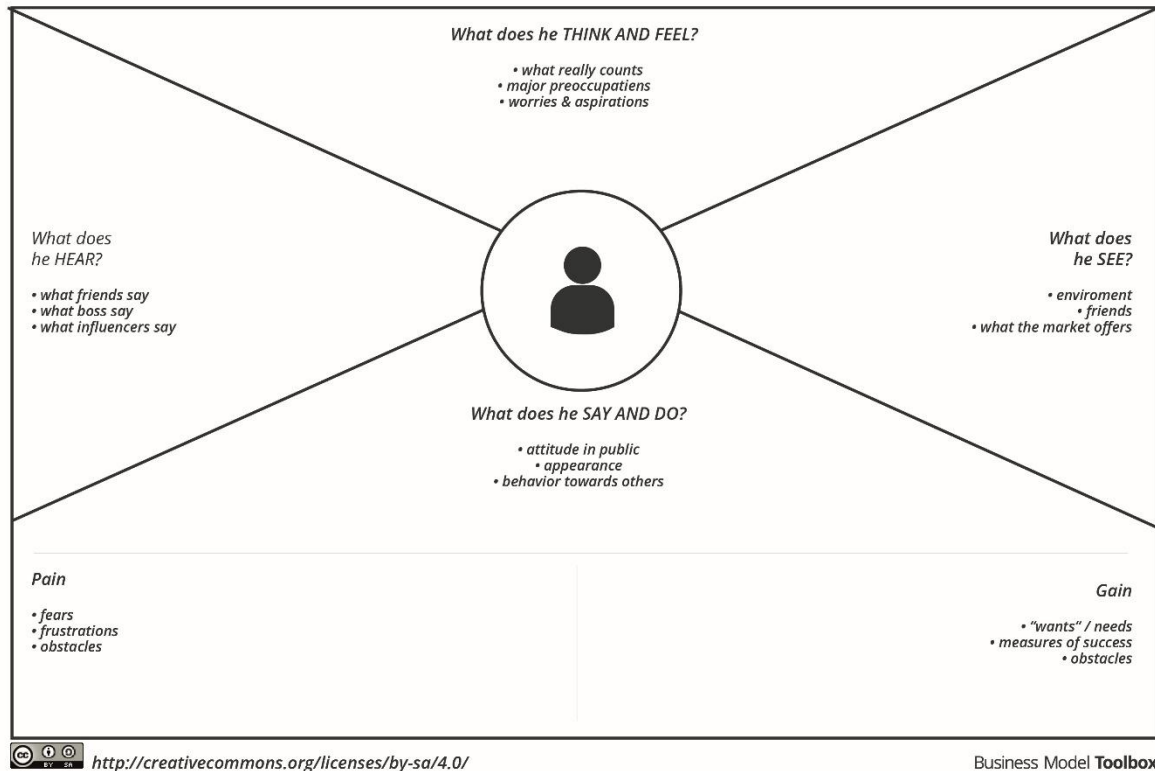
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

**Example:**

## Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



### Says

What have we heard them say?  
What can we imagine them saying?

I want to track my workouts easily.



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Am I making progress?



**Shivani Kapoor**  
Fitness Enthusiast



### Does

What behavior have we observed?  
What can we imagine them doing?

Logs workouts, checks trends, looks for motivation.



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

Excited when progress is visible, discouraged if not.

[See an example](#)