**InsightStream: Navigate the News Landscape**

**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | SWTID1741324464146847 |
| Project Name | InsightStream |
| Maximum Marks | 4 Marks |
| Team Leader | Karthikeyan N  karthikeyann957@gmail.com |
| Team Members | Team Size : 5  Team Leader : Karthikeyan N  Team member : Sunil kumar S  Team member : M BALU HAASAN  Team member : Lokesh kumar K  Team member : B giri vasan |

**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 helps 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:**

Diagram

Description automatically generated

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

