

Ideation Phase

Empathize & Discover

Date	30 /10/2023
Team ID	31784ECADC48A50996140F3D510D5CF5
Project Name	Subscribers Galore: Exploring the World's Top YouTube Channels
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map for "Subscribers Galore" reveals the core aspects of its target audience. The users, typically interested in top YouTube channels, have specific goals, such as seeking entertainment, information, or inspiration. They experience frustrations when searching for such channels, including obstacles in discovering new content. However, they gain satisfaction and pleasure from engaging with content that aligns with their interests and desires. These viewers rely on various touchpoints, such as YouTube and social media, and are influenced by trusted sources for recommendations.

Example: Subscribers Galore: Exploring the World's Top YouTube Channels

