

RhythmicTunes: Your Melodic Companion
Ideation Phase
Empathize & Discover

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Project Name	RhythmicTunes: Your Melodic Companion
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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 an
easy way to
discover
new music.



Thinks

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

Which platform
gives me the best
music
recommendations?



Shivani Kapoor
Music Listener

Searches for
new songs
and creates
playlists.

Excited when
discovering a
new favorite
song.



Does

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



Feels

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

[See an example](#)