

# Ideation Phase

## Empathy Map

Team ID	NM2023TMID01244
Project Name	Google Business profile

Template



### Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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#### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

I want a feature that allows me to enter my credit information as fast as possible

"This was easier the last time I used it"

"I liked that it stored my profile"



#### Does

"The user opened up a new window to look for additional information"



#### Thinks

"This process takes away too long."

The ads on the page are distracting

I'm not sure what to do next



#### Feels

"The pages load really faster. I wonder if this is indicative of the quality of the product or application"



