

## Ideation Phase Empathize & Discover

Date	04 May 2023
Team ID	NM2023TMID11499
Project Name	Project - Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	4 Marks

### 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.

### PROJECT TITLE:

Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media

## EMPATHY MAP



## Empathy map

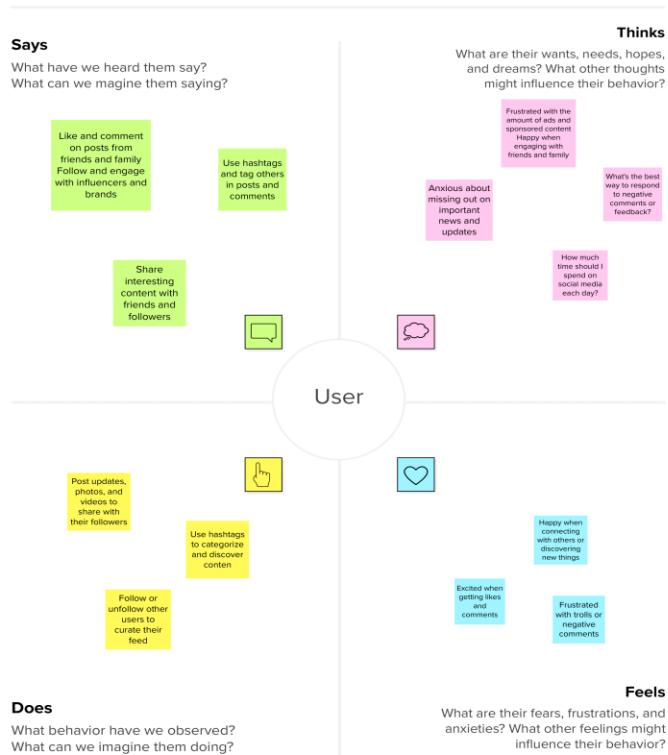
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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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.



**Need some inspiration?**  
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