Ideation Phase

# Empathize & Discover

Date: 22 May 2025

Team ID:

Project Name: Video Conferencing App

Maximum Marks: 4 Marks

## Empathy Map Canvas:

Understand the needs, frustrations, and behaviors of users who frequently participate in video calls—including remote workers, educators, freelancers, and casual users. This empathy map guides feature design in the Video Conferencing App to address real-world pain points.

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

### SAYS

* - I just want to jump into a call without installing anything.
* - Why is the video always choppy?
* - Can we record this for later?
* - I need a quick way to screen share.

### THINKS

* - Is my call secure?
* - What if someone else joins accidentally?
* - This UI is too complex for my client.
* - I hope this tool doesn’t lag.

### DOES

* - Looks for quick, browser-based tools.
* - Switches between different platforms for different needs.
* - Avoids apps that require sign-in.
* - Screenshares documents or presentations.

### FEELS

* - Frustrated when connections drop.
* - Concerned about privacy.
* - Embarrassed when audio/video fails.
* - Relieved when tools are simple to use.

Empathy Map Canvas Template Reference:

