Ideation Phase
Empathize & Discover

Date	25 Oct 2023
Team ID	NM2023TMID09233
Project Name	Creating an Sponsored Post for Instagram

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 helps 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.
basic empathy map for Instagram problems, broken down into different categories:

1. **User Persona**:
   - Profile: Regular Instagram user
   - Demographics: Age, gender, location, and occupation
2. **Says**:
   - "I love using Instagram to share moments with friends and family."
   - "The algorithm keeps showing me content I'm not interested in."
   - "I wish Instagram had better privacy controls."
3. **Thinks**:
   - "Instagram is a great way to stay connected, but it can be overwhelming."
   - "I wonder if my data and privacy are secure on this platform."
   - "I need a way to filter out irrelevant content from my feed."
4. **Feels**:
   - Frustration: Overwhelmed by too much content
   - Annoyance: Seeing too many ads
   - Concern: Worried about privacy and data security
5. **Does**:
   - Scrolling through the feed regularly
   - Liking and commenting on posts
   - Using Instagram Stories and direct messaging

6. **Hears**:
   - Friends complaining about seeing too many ads
   - Discussions about Instagram's changing algorithms
   - News reports about privacy breaches on Instagram
7. **Pain Points**:
   - Content Overload: Users may feel overwhelmed by the sheer volume of content on their feed.
   - Irrelevant Content: The Instagram algorithm sometimes shows content that users have no interest in.
   - Privacy Concerns: Users worry about the security of their data and personal information on the platform.
   - Ad Fatigue: Many users are annoyed by the frequency and intrusiveness of ads on Instagram.
   - User Interface Complexity: Some users find certain features or settings difficult to locate and use.
8. **Gains**:
   - Connection with friends and family
   - Creative expression through photos and stories
   - Discovering new interests and content

Example:

Says
What have we heard them say?
What can we imagine them saying?

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

I don't even feel like driving on this congested road

Did they appointed any traffic police?

Does the authority even check the status of roads?

The road is congested, will they take any action on this problem

Oh! God there are so many accidents are occuring.

Where do I raise complaint against this?

It must had for people who travels on the road

So disappointed, should we rise a complaint ?

It thinks soo bad!

Tom, 25
Delivery Boy

Frustrated

Waits until they clear the traffic

Delay

Dangerous

Talks to the authority office

Irritation

Stress

Take necessary precautions

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?