## Ideation Phase Empathize & Discover

Date	19 October 2023
Team ID	NM2023TMID05638
Project Name	A Comprehensive Analysis of Social Media
Maximum Marks	4 Marks

## **Empathy Map Canvas:**

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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.

## **Empathy Map** What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles "wants" / needs measures of success obstacles

Business Model Toolbox

## Analysis of Social Media WHO are we empathizing with? What do they need to DO? Who is the person we want to understand? What is the situation they are in? What is their role in the situation? GOAL What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful? What do they THINK and FEEL? What do they HEAR? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand? (<u>\*</u>. (-<u>t</u>-) What are their wants, needs, hopes, and dreams? What are their fears, frustrations, and anxieties? **③** What do they SEE? What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading? <u>....</u> What do they SAY? What have we heard them say? What can we magine them saying? What other thoughts and feelings might influence their behavior?

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

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