

**Cryptoverse: A Cryptocurrency Dashboard**  
**Ideation Phase**  
**Empathize & Discover**

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Team ID	SWTID1741151552
Project Name	Cryptoverse
Maximum Marks	4 Marks
Team Leader Mail id	SRIVATHSAAN K 12555ds22@princescience.in
Team Member 1 Mail id	SANJAY KUMAR S 12572ds22@princescience.in
Team Member 2 Mail id	NIVEDHINI E 12554ds22@princescience.in
Team Member 3 Mail id	PRIYANKA R 12586ds22princescience.in

**Empathy Map Canvas:**

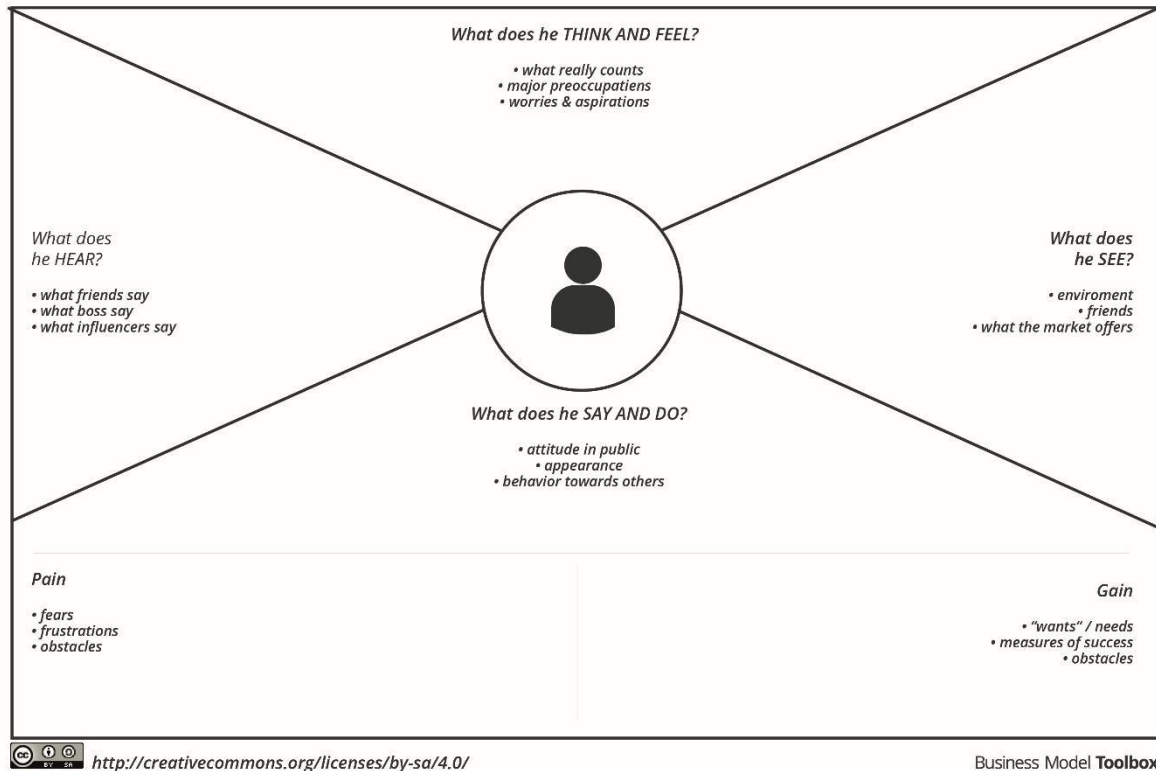
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

**Example:**

## Empathy Map



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



#### 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 need real-time price updates.**

**Which coins should I monitor?**



**Shivani Kapoor**  
Crypto Investor

**Checks market data frequently, compares trends.**

**Anxious about missing price movements.**



#### 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?

[See an example](#)