RhythmicTunes: Your Melodic Companion
Ideation Phase
Empathize & Discover

Date   31 January 2025

Team ID   SWTID1741164389146540

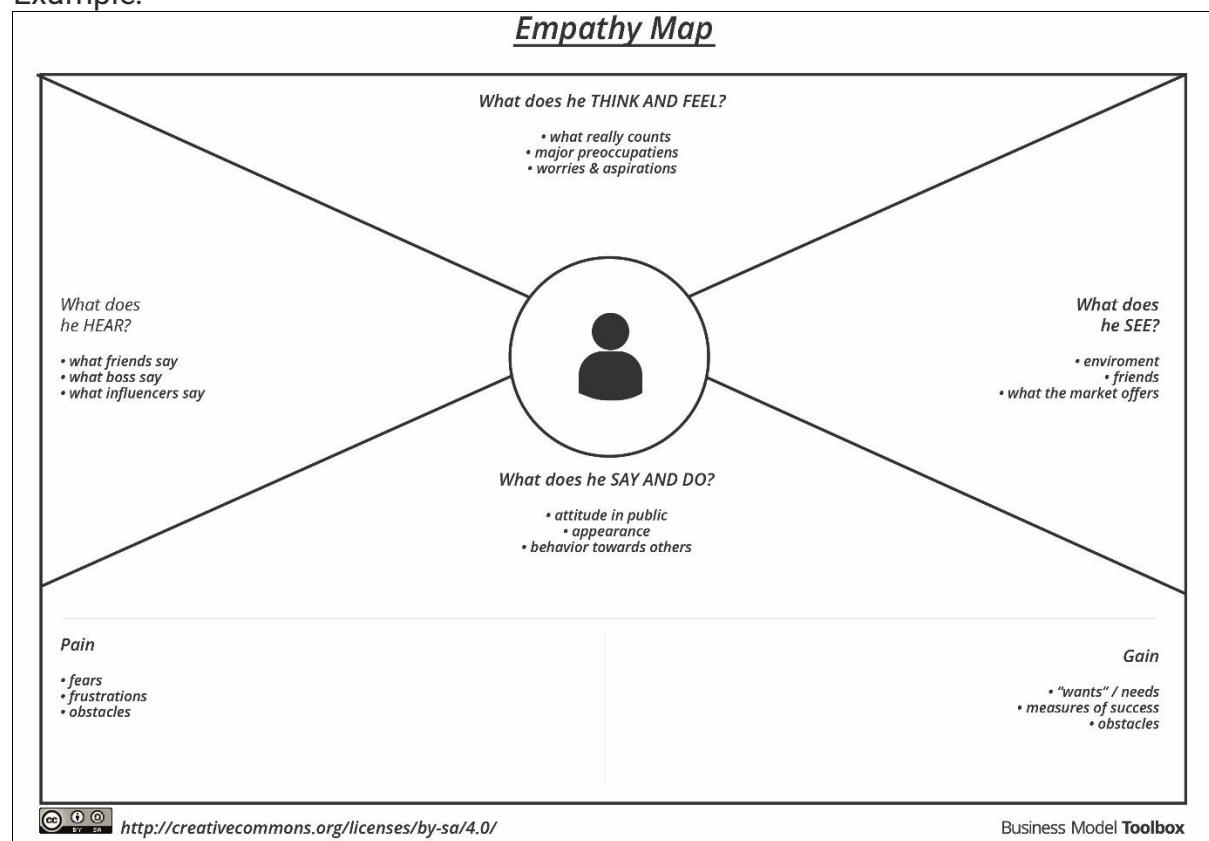Project Name   RhythmicTunes: Your Melodic
                              Companion

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 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.
Example:

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

Says

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

I want an easy way to discover new music.

Thinks

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

Which platform gives me the best music recommendations?

Shivani Kapoor
Music Listener

Searches for new songs and creates playlists.

Excited when discovering a new favorite song.

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