Empathy Phase

Problem Statement

NM Team ID	NM2023TMID01275
Project Name	How To Add Google Analytics to A Website

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

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?

Confused on the number of choices

Don't know if selected the right one

Difficult to find the community

Should be cost effective

To find the customer for the ads

Easy to find the community

How To Add Google Analytics to A Website

Try a different platform

Search for similar community

Overwhemled

Confused

Fear

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?