**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 10 April 2025 |
| Team ID | Team ID : SWTID1743172790 |
| Project Name | Social Media Web App |
| Maximum Marks | 4 Marks |

Empathy Map

**Gain**

* Easy-to-use interface
* Feeling connected and updated.
* Gaining followers, recognition, or status.
* Finding inspiration or entertainment.
* Networking or business opportunities.
* Sense of belonging to a community.

**Pain**

* Anxiety about likes, followers, or engagement.
* Exposure to negativity, cyberbullying, or misinformation.
* Time-wasting or feeling addicted.
* Privacy concerns or data misuse.
* Comparison leading to low self-esteem.

**Hear**

* Friends talking about viral content or trends.
* Influencers promoting products or causes.
* News outlets sharing breaking news via social media.
* Feedback or comments from followers.
* Peer pressure to join or stay active on certain platforms.

**Say & Do**

* Share content: photos, videos, thoughts, opinions.
* Comment on posts, like, react, share.
* Recommend pages, tag friends, start conversations.
* Express personal branding or identity.
* Complain or praise features publicly

**See**

* Engaging visuals: reels, photos, stories, memes.
* Ads and sponsored posts.
* Notifications and alerts from the app.
* Highlight reels of other people’s lives.
* Trending topics and hashtags.

**Think & Feel**

* Concerned about privacy and how their data is used.
* Want to stay updated with friends, trends,
* Feel a sense of FOMO (Fear of Missing Out) if not active.
* Think about how they are perceived by others.
* Feel overwhelmed by too much content or negative news.