## Ideation Phase Empathy map

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Team ID	NM2023TMID01592
Project Name	Pixel Perfection
Maximum Mark	4 Marks

# 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 we add here should be representative of the observations and research we've done about our users.

### Says

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

I want to enhance my photographs and create the perfect shot.

I need to be able to trust that the platform I use won't compromise the quality of my images.

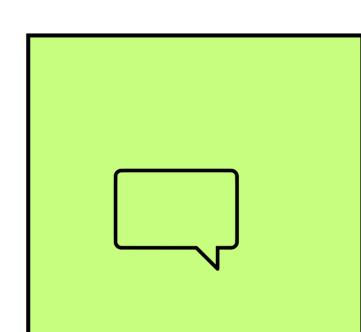
I want my photos to stand out from the rest and show my unique style and creativity.

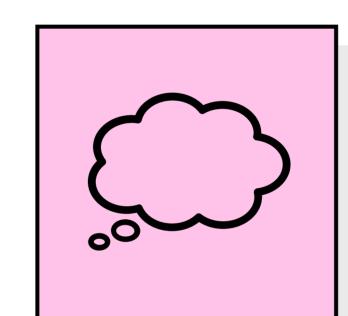
**Thinks** 

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

> I need a platform that is reliable and consistent with high-quality results.

I don't have time to spend hours editing one photo, I need a platform that is quick and efficient.





I hope this platform can save me time and effort so I can focus on other aspects of my business.

Give them a name and a portrait to empathize with your persona.

Reads reviews and ratings from other users before making a decision.

Shares her

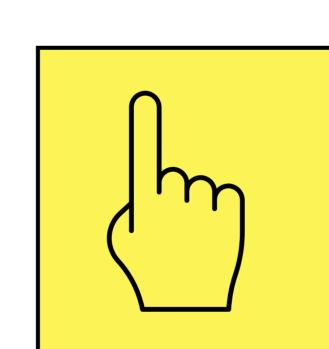
experience with

colleagues and

other

photographers in

her network.



Researches

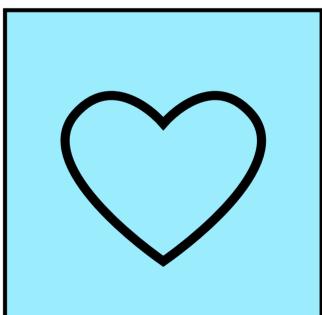
online for image

editing platforms

that cater to

professional

photographers.



Excited about the possibility of improving her photos and impressing clients.

Frustrated with other editing platforms that don't deliver the desired results.

Confident in her abilities but also a bit apprehensive about trying something new.

**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?

