

InsightStream: Navigate the News Landscape

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	SWTID1741167658147149
Project Name	INSIGHT STREAM
Team Leader	VISHALI N
Team Member	NITHYA D
Team Member	PRIYA DHARSHINI K
Team Member	SOWMIYAJA A V
Maximum Marks	4 Marks

Empathy Map Canvas:

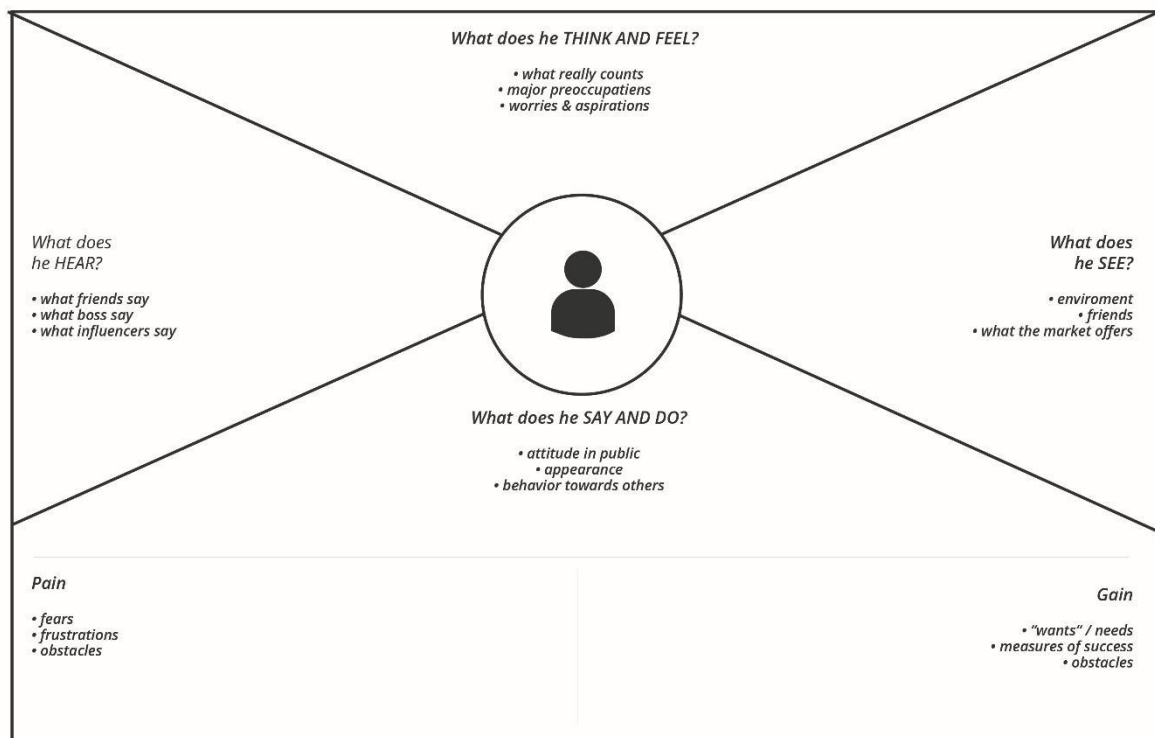
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to 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



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Business Model **Toolbox**

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

