

# 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.

An **Empathy Map** is a collaborative visualization tool used to articulate what we know about a particular user type. It helps teams understand and align around the user's perspective by breaking down their behaviors, thoughts, feelings, and needs. It is often used during the **ideation and discovery phase** of product development to build **user-centered solutions**.

Empathy maps help answer questions such as:

- What is the user experiencing?
- What are they thinking and feeling?
- What are their challenges and motivations?
- How can we best solve their problems?

## Application to VIDEOMEET (Video Conference App)

In the context of your **video conferencing platform**, the **Empathy Map** becomes a vital UX tool to understand the needs, frustrations, and expectations of different users—such as remote workers, educators, students, business owners, and team leads—throughout their experience of hosting or attending virtual meetings.

## **Why is the Empathy Map Important for VIDEOCON?**

- Helps your **development team build features** that address real user concerns
- Aids in creating a **more intuitive and user-friendly UI/UX**
- Guides your **content and communication strategy** (e.g., what messages users respond to)
- Ensures your solution is **empathetic, practical, and user-centric**, not just technically sound



### User Needs (for Meeting Participants)

These are the essential desires or features users expect from a video conferencing platform:

- One-click meeting joining (without downloads or complex setup)
- High-quality audio and video
- Screen sharing and presentation tools
- Real-time chat during meetings
- Meeting recording and cloud storage
- Cross-device support (web/mobile/tablet)
- Private meeting rooms or password-protected sessions
- Minimal lag and smooth performance
- Notification and calendar integration (e.g., Google Calendar)
- Easy invite links

### **Pain Points (for Meeting Participants)**

These represent the challenges or frustrations that users commonly face with current platforms.

- ❑ Laggy or pixelated video in low-bandwidth environments
- ❑ Complicated or bloated interfaces
- ❑ No support for browser-based meetings (requiring app download)
- ❑ Poor mobile or tablet support
- ❑ Security concerns (e.g., Zoombombing)
- ❑ Unclear audio or lack of noise suppression

❑ Confusing navigation to access tools like screen sharing or chat

❑ No easy way to record meetings or revisit them later