**Ideation Phase**

**Empathize & Discover**

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| Date | 31st, March 2025 |
| Team ID | SWTID1742493942 |
| Project Name | Connectify - Social Media App |
| Maximum Marks | 2 Marks |

**Empathy Map Canvas:**

An **Empathy Map** is a collaborative visualization tool used to deeply understand the thoughts, feelings, and behaviours of a target user. For our social media app, the empathy map helps us step into the shoes of users like *Riya*, highlighting what they see, hear, think, feel, and do. It uncovers their **needs, motivations, pains, and desires**, guiding the design process to be more human-centred and emotionally intelligent. By empathizing with users, we ensure the app addresses real problems and delivers a more meaningful experience.

