

PRATHYUSHA ENGINEERING COLLEGE

NAAN MUDHALVAN – DIGITAL MARKETING

ASSIGNMENT: Create a blog or website using Blogspot and WordPress.
Customize the theme design and post new article with 500 words.

NAME OF THE STUDENT: AKASH PANDE R

REG NO: 111420214003

SEM/YEAR: VII SEM/IV YEAR

DEPARTMENT: BIOTECHNOLOGY

THEME NAME: AP BIOSCIENCES: PIONEERING BIOSCIENCE & BIOTECHNOLOGY

EMPATHY MAPPING

Empathy mapping for creating a AP Bioscience themed blog post about "Immunomodulatory synergy TLR 5 boosted Nanocomposite of Boswellia and peppermint for Colitis Precision Therapy" would involve understanding the needs and emotions of the target audience. Here's a basic empathy map:

Says: What are the target readers saying?

1. They may express frustration with conventional colitis treatments.
2. They might be looking for alternative therapies.
3. They could express a desire for natural remedies.

Thinks: What might be going on in their minds?

1. Concerns about the effectiveness of current treatments.
2. Seeking information on innovative colitis therapies.
3. Wondering if natural remedies can provide relief.

Feels: What are the emotional states of the audience?

1. Frustration due to colitis symptoms.
2. Hopeful for potential solutions.
3. Curiosity about the effectiveness of Boswellia and peppermint.

Does: What actions might they take?

1. Researching colitis treatments online.
2. Seeking advice from healthcare professionals.
3. Exploring natural remedies.

Pain: What are their pain points?

1. Suffering from colitis symptoms.
2. Limited success with current treatments.
3. Concerns about potential side effects.

Gain: What are their goals and desires?

1. Relief from colitis symptoms.
2. Access to reliable and informative content.
3. Understanding the potential benefits of the nanocomposite therapy.

With this empathy map, we can tailor your blog content to address the needs, concerns, and emotions of your target audience, making it more engaging and informative for them.