

# InsightStream: Navigate the News Landscape

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	SWTID1741281479153660
Project Name	InsightStream: Navigate the News Landscape
Maximum Marks	4 Marks

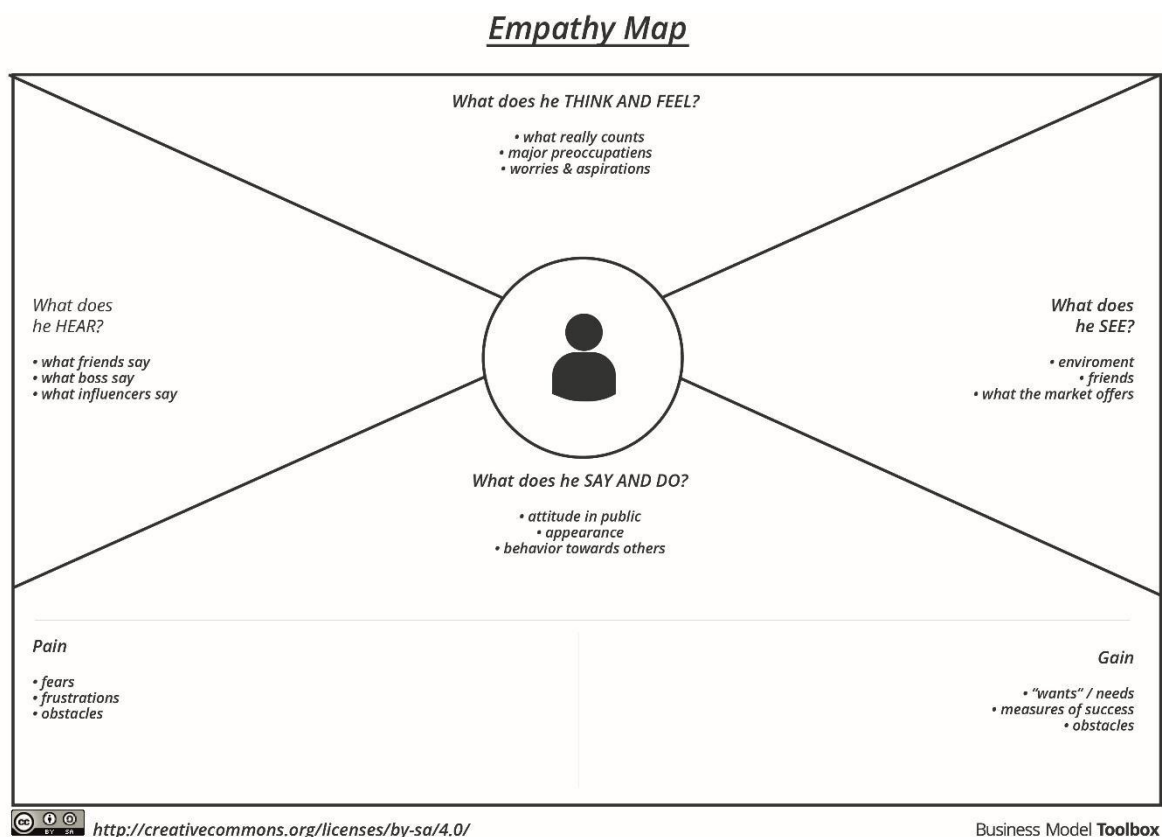
#### Empathy Map Canvas:

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:



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



#### Says

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

I just need  
quick  
updates.



#### Thinks

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

I don't have  
time for long  
articles.



**Shivani Kapoor**  
Busy Professional

Skims  
headlines,  
avoids  
cluttered  
news apps.

Frustrated  
by irrelevant  
news.



#### 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?



[See an example](#)