


Ideation Phase

Empathize & Discover

Date	19/October/2023
Team ID	NM2023TMID00430
Project Name	Blockchain-Powered Library Management
Maximum Marks	4 Marks

Empathy map:

Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Says

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

Thinks

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

Does

What behavior have we observed?
What can we imagine them doing?

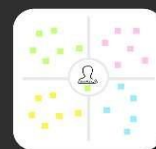
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



Mural link:

<https://app.mural.co/t/naanmudhalvan1795/m/naanmudhalvan1795/1698219111045/02e8c49ce162ce487b9bd36838bee9b386ff8f5d?sender=ud79af29ab8950b7051fb8048>