

Ideation Phase

Empathize & Discover

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Team ID	NM2023TMID02713
Project Name	Project-Create a Google business profile

EmpathyMap Canvas:

An empathy map for Google Business Profile would encompass the thoughts and feelings of both business owners and potential customers. Business owners using the platform may feel a sense of control and pride in managing their online presence, but they could also experience frustration if they encounter technical challenges. They might also be concerned about negative reviews impacting their reputation. On the customer side, individuals using Google Business Profile may feel a sense of trust and reliability when they see detailed information about a business, but they could also feel towards overly positive reviews and disappointment if the information is outdated or inaccurate. Understanding these emotions and perspectives is crucial for optimizing the Google Business Profile experience for both business owners and consumers.

Example:



