

## IDEATION PHASE EMPATHIZE & DISCOVER

DATE	13 MARCH 2023
TEAM ID	NM2023TMIDO7305
PROJECT NAME	UNCOVERING THE GAMING INDUSTRY'S GEMS : A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES
MAXIMUM MARK	5 MARKS

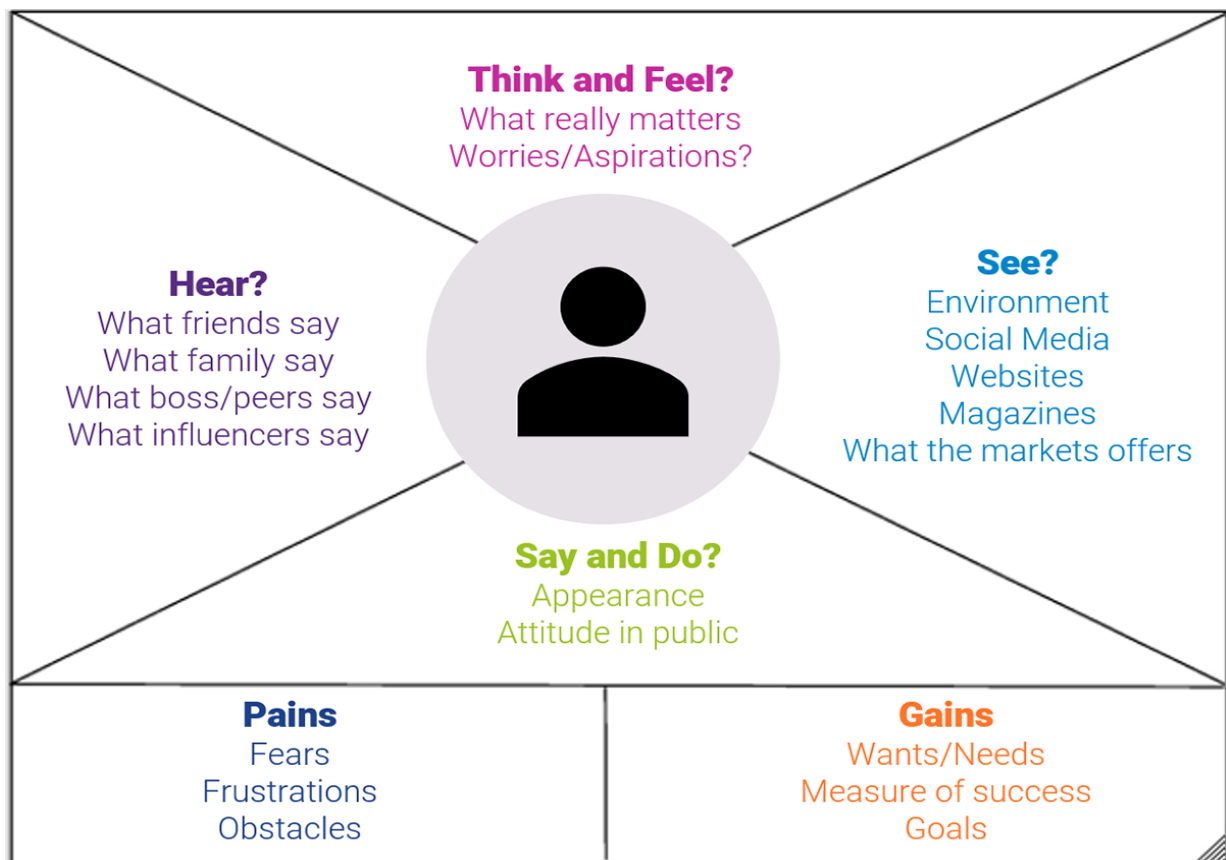
### EMPTAHY MAP CANVAS:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the who expiring it.

### EXAMPLE :





## 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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## EMPATHY MAP

### Says

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

Video Games offers players a chance to escape reality.

Exploration and freedom of Movement.

It enables to make friends.

They are pure form of Entertainment.

Says

### Thinks

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

Improvement in Game Graphics.

Parental Controls on Video Games has to be improved.

Companies should provide Venerable Gaming.

Various categories of games should be provided.

Think

Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales.

Does

The gamer usually feels very social.

Increase Problem solving and logical skills.

Aggressive behaviour can be seen.

Gets Motivated.

Feel

Are a better form of entertainment than TV.

Are a waste of time.

Help develop good problem solving skills.

Promote teamwork and communication.

### 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?