Ideation Phase Empathize & Discover

Date	22 October2023
Team ID	NM2023TMID07227
Project Name	Data Titans: Unearthing Trends from LinkedIn Influencers
Maximum Marks	4 Marks

Empathy Map Canvas:

To ensure the success of the "Data Titans" project, it's essential to understand the needs, frustrations, desires, and behaviors of our target audience. This empathy map will serve as a reference to gain insights into their world, helping us create a more user-oriented solution.

Example:

Empathy Map Canvas

What do they think and feel?

Monutations Stay professionally informed, gain browledge. Pain Ppints information overload, difficulty in filtering valuable content. Desires A more efficient way to discover trends, save time. Prustrations The constant need to curate and filter content.

What do they see?

Unledin influencer poets in their feed.

A variety of industry-related content.

Other professionals engaging with influencers.

What do they hear?

Advice from peers on Unlied In Influencer selection.

Recommendations for tools to manage Linked In content.

What do they say and do?

"I follow these influencers to stay up-to-date with industry brends."

"I want content that's relevant and insightful."

"It's essential to connect with thought leaders on LinkedIn."

I sometimes feel overwhelmed with the amount of content."

Follow multiple LinkedIn influencers.

Share interesting posts and articles. Engage in discussions and comments.

Ose hashtags and keywords for content discovery.

Pains

Information Overload Content Filtering Difficulty Lack of Efficiency



Gains

Time Savings Knowledge Cain