Ideation Phase

Empathize & Discover

Date	20 March 2025
Team ID	SWTID1743612504
Project Name	Streamify: Your Ultimate OTT Platform
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 helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it.

EMPATHY MAP



THINKS

- · "Why are the recommendations so off?"
- "I wish it had a better way to suggest content I'd love."
- "is this worth the subscription?"
- I don't have time to keep searching for something to atch'

FEELS

- · Frustrated when content doesn't match her mood or interests
- Overwheimed by the number of options and poor categorization
- · Disconnected when the platform doesn't reflect her preferences
 - Annoyed by repetitive shows and lack of fresh or regional content

SAYS

- "I just want to relax and watch something good."
- · "This app doesn't get my vibe."
- "There should be a better way to manage family profiles."
- · "Buffering again? Ugh."

Priya (25)

Software Develoger

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DOES

- Tech-savvy | Loves binge walc "Skips over recommendations and uses social media or friends' suggestions
 - · Frequently switches between platforms
 - Creates multiple logins to separate preferences