EMPATHY PROCESS FLOWCHART:

Instagram Empathy Flow Chart

Audience

- Users
- Creators

EMPATHIZE

Observe

User Needs
- Connect with frend
- Share moment
- Stay informed
- Discover content

User Pain Points
- Social comparison
- Privacy concerns
- Algorithm frustration

Creator

Creator Needs
- Reach audience
- Grow followers
- Monetize content
- Algorithm tools

Creator Pain Points
- Content saturation
- Monetization challenges
- Algorithm changes
- Platform policies

Instagram Features
- Stories
- Reels
- Explore
- Filters

Instagram Problems
Fake Accounts
Harassment
Mental Health Impact
Echo Chambers