

Ideation Phase

Empathize & Discover

Date	14 April 2025
Team ID	SWTID1742745633
Project Name	ViewVoyage
Maximum Marks	4 Marks

Empathy Map

Think & Feel <ul style="list-style-type: none">• Wants a distraction-free, easy-to-use video platform.• Excited to find and share interesting videos.• Wants to feel engaged, entertained, or educated.• Concerned about data privacy and safe viewing.	Hear <ul style="list-style-type: none">• Friends complaining about irrelevant video suggestions on big platforms.• "I wish I had a place to save all the cool videos I like."• "Too many ads ruin the experience."
See <ul style="list-style-type: none">• Overwhelming homepages filled with mixed content.• Friends using multiple platforms to share or store videos.• Too many steps to download or add videos to a personal list.• Lack of a clean, focused layout for video browsing.	Say & Do <ul style="list-style-type: none">• "I just want to watch and save my favorite videos."• "Does anyone know where I can find that video again?"• Shares links through chats or stories.• Tries to search manually for a video seen earlier.• Likes, comments, and shares content they enjoy.
Pain Points <ul style="list-style-type: none">• Overloaded interfaces on traditional platforms.• No seamless way to save or organize liked videos.• Lack of personalization and search accuracy.• Distracting ads and irrelevant content.	Gains (Wants/Needs) <ul style="list-style-type: none">• A clutter-free, intuitive video experience.• Easy tools to like, share, comment, and save videos.• Personalized homepage and accurate search results.• A secure and ad-free environment.• A platform focused only on meaningful video content.