Ideation Phase
Empathize & Discover

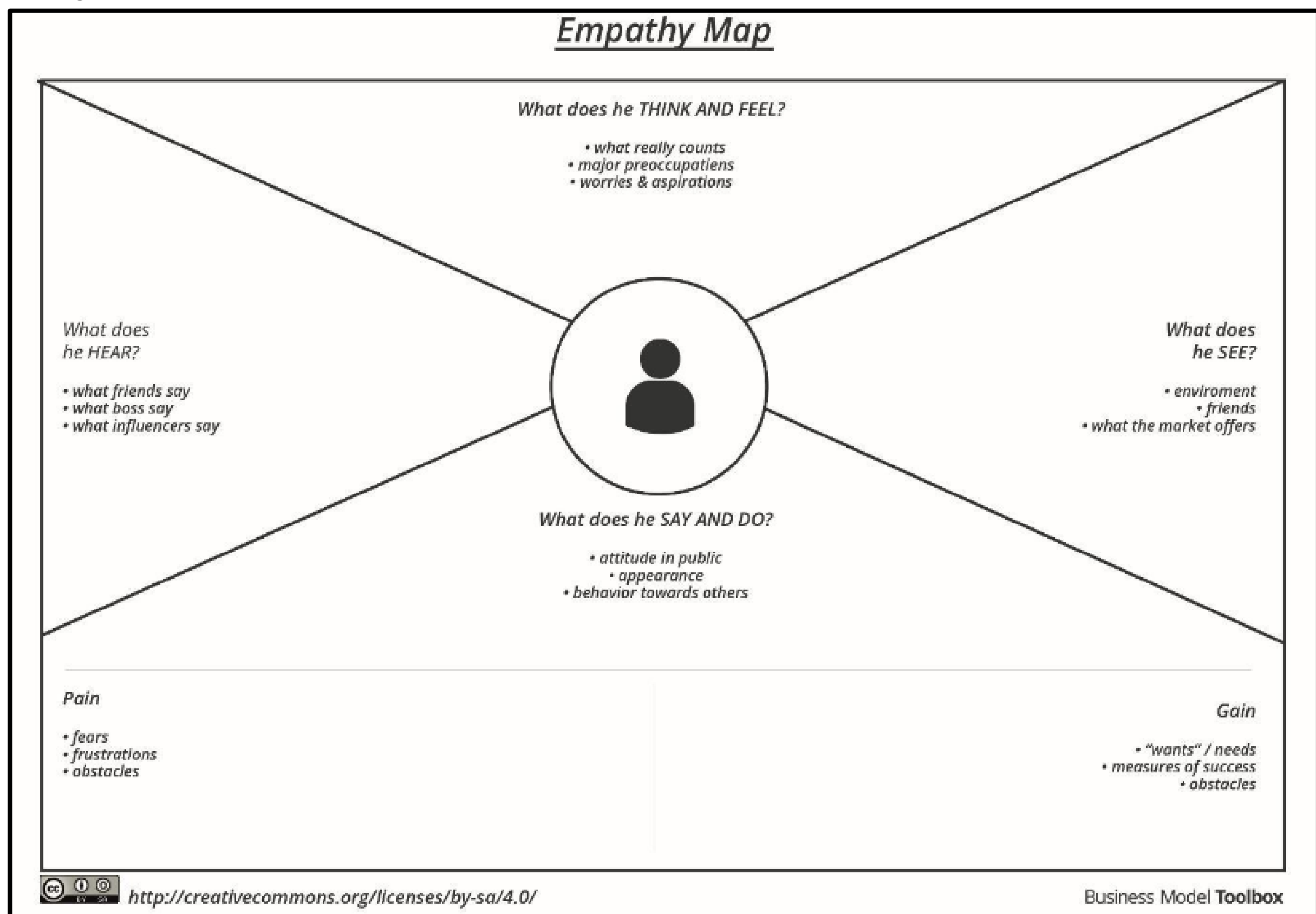| Date	23 May 2025
Team ID	LTVIP2025TMID56664
Project Name	BookNest
Maximum Marks	4 Marks

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. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference:

Online Book Shopping Application

Says

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

I just want to find the book and buy it.

Hope it's available.

I don't want to sign up just to order.

Thinks

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

Is this the right book?

Is it worth the price?

How long will delivery take?

Priya Sharma
Graduate student.
Buy academic and
fiction books at
affordable prices,
with quick delivery

Happy if the process is simple

Clicks on a few options

Clicks on a few options

Tries to finish order quickly

Frustrated if the site is slow or confusing

Worried about delivery delays or wrong item

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?

See an example