

InsightStream: Navigate the News Landscape
Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	SWTID1741151795
Project Name	Insight Stream: Navigate the News Landscape
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Empathy Map Canvas:

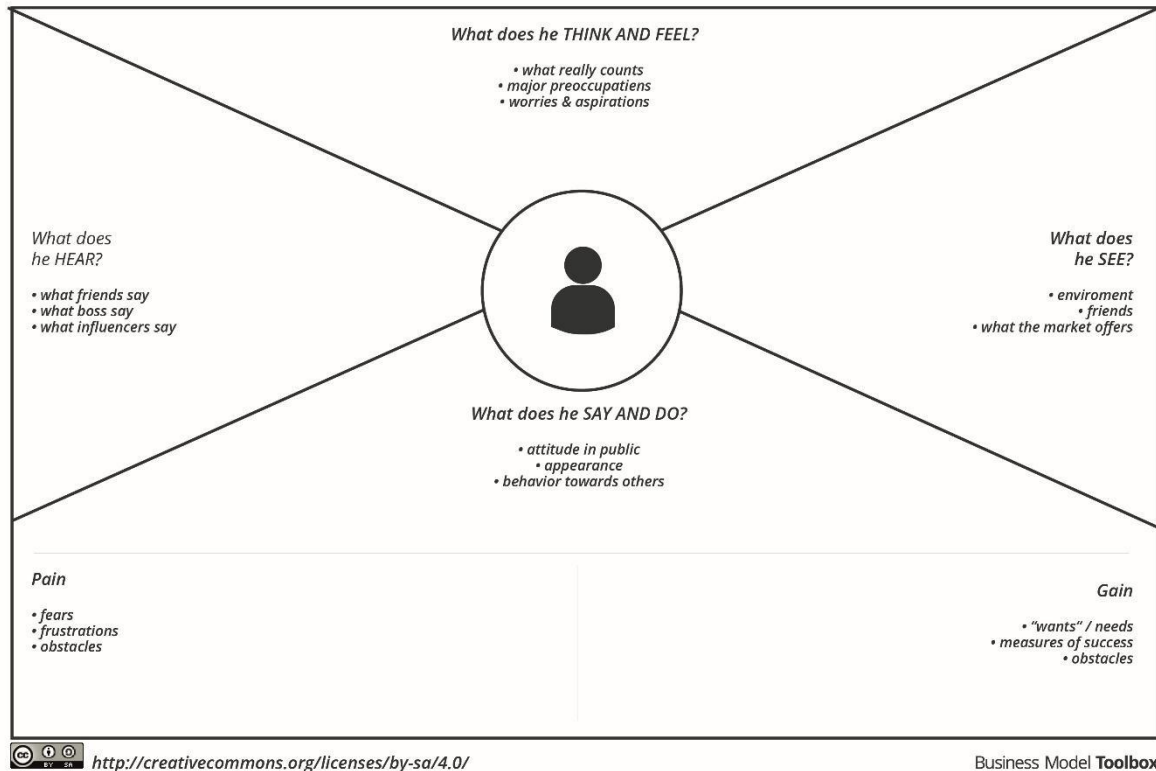
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help 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:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



Says

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

I just need
quick
updates.



Thinks

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

I don't have
time for long
articles.



Shivani Kapoor
Busy Professional

Skims
headlines,
avoids
cluttered
news apps.

Frustrated
by irrelevant
news.



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](#)