

## Ideation Phase Empathize & Discover

Date	11 October 2023
Team ID	Team - 590879
Project Name	Owl: A Material Design App
Maximum Marks	4 Marks

### **Empathy Map Canvas:**

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

Reference: <https://edit.org/blog/empathy-map-templates>

### **Team Members:**

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Developing an empathy map for our app is beneficial as it assists in comprehending the app's user base on a deeper level. By mapping out user thoughts, emotions, requirements, and challenges, we can craft an interface and user experience that caters to the users' specific needs. This map fosters a strong sense of empathy for the users, making it simpler to make well-informed design choices, prioritize functionalities, and, in the end, create an app that truly resonates with the target audience and serves their purposes effectively.

# EMPATHY MAP CANVAS

WHO are we empathizing with? *THE USERS OF OWL*

What do they need to DO? *STUDY, TRACK, CONNECT, MOTIVATE*

## THINK

- Motivated and inspired to study more effectively.
- Anxious about upcoming exams or assignments.
- Excited to track their progress and see improvement.
- Frustrated if they encounter technical glitches.
- Eager to connect with like-minded learners.

## SEE

- Clean and intuitive user interface.
- Material design elements with vibrant colors.
- Study materials organized in a visually appealing manner.
- Progress trackers and achievement badges.
- Prompts for goal setting and study reminders.



## HEAR

- Notifications for new study materials and updates.
- Encouraging messages for completing study sessions.
- In-app sound effects (e.g., when achieving a milestone).
- Optional calming background music or ambient sounds.
- Social integration for sharing achievements with friends.

## DOES

- Share study progress and achievements on social media.
- Provide feedback and reviews about the app's effectiveness.
- Customize their study settings, such as study duration and difficulty.
- Engage in discussions and forums within the app.
- Recommend the app to friends and classmates.

## PAINS

- Difficulty concentrating or staying motivated.
- Frustration with the app's performance issues.
- Concerns about the effectiveness of the study materials.

## GAINS

- Improved study habits and discipline.
- Increased knowledge and academic success.
- Convenience of accessing study materials on a mobile device.