# Ideation Phase
# Empathize & Discover

| Date | 19 September 2022 |
|---|---|
| Team ID | Team-591103 |
| Project Name | NewsFresh |
| 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.

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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**

**What do they THINK and FEEL?**
The app has a modern look to it

The various genres makes it easy to find new articles and relevant news.

**What do they HEAR?**
One of the easiest to use apps out there

Really cool and professional looking UI

**What do they SEE?**
The UI is very good and works semmlessly

The dark mode is very cool feature

**What do they SAY and DO?**
The app is really smooth and functions well

The UI is very good and works semmlessly

The dark mode is very cool feature

**PAINS**
Hard to implement these features
Distrust in news sources

**GAINS**
Comfort
Accuracy