

IDEATION PHASE EMPATHIZE & DISCOVER

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| Date | 10-10-2023 |
| Team ID | SI-GuidedProject-587104-1696656485 |
| Project Name | An Android Application for Keeping Up with the Latest Headlines |
| Maximum Marks | 4 |

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.

EMPATHY MAP

What does he think and feel?

- "I want to stay informed about current events quickly."
- "I don't have time to read long articles."
- "I need a reliable source for news."

- Anxious about missing important news.
- Overwhelmed by the volume of news available.
- Excited to get a concise overview of headlines.

What does he see?

- See a clean and user-friendly interface with easily scannable headlines.
- See images or thumbnails accompanying headlines to provide context.
- See options for customizing news categories or preferences.
- See ads or sponsored content within the app.

What does he hear?

- Hear from friends or colleagues about the app's usefulness for quick news updates.
- Hear about the app's features and benefits through online reviews or social media.
- May hear about competing news apps, and their strengths and their weaknesses

What does he say and do?

- May recommend the app to others if they find it valuable.
- Share interesting news stories or headlines on social media.
- Provide feedback or suggestions to the app's developers.

- Use the app daily or multiple times a day.
- Customize their news feed based on personal interests.
- Swipe or scroll through headlines quickly.
- Click on headlines to read more when something catches their attention

Pain

- Experience frustration if the app is slow to load or crashes frequently.
- Feel overwhelmed if there are too many notifications or ads.
- Dislike biased or inaccurate news reporting.
- Concerned about privacy and data security if the app collects personal information.

Gain

- Gain the benefit of saving time by quickly catching up on the latest headlines.
- Feel more informed about current events.
- Appreciate the convenience of a straightforward and easy-to-use app.
- Discover new topics or stories of interest through personalized news feeds.

