# Ideation Phase Empathize & Discover

| Date          | 25 June 2025       |
|---------------|--------------------|
| Team ID       | LTVIP2025TMID59497 |
| Project Name  | Freelance Finder   |
| Maximum Marks | 4 Marks            |

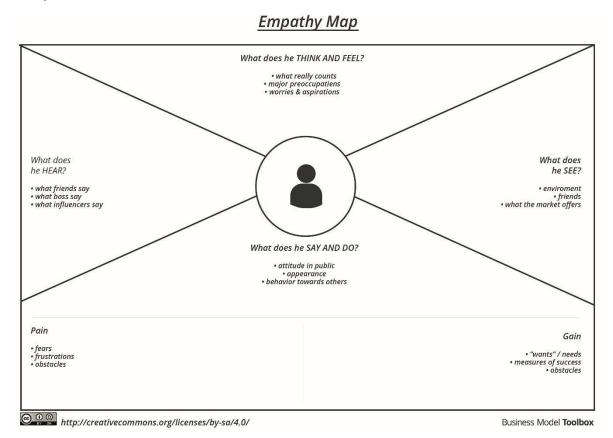
#### **Empathy Map Canvas:**

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: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

### **Example: Freelance Finder Application**

Am I getting Is this a Ineed Can't handle good client fairly paid? consisteent another with real work soon payment delay projects? **Think & Feel** Sign up for yet another site Hear See Mark job as filled user profiles Say & Do too soon

> Apply directly on companies' sites

Sort through dozens of projects

Email and call for payment updates

## ain

ot enough :ality leads

Delayed payments Shady clients

# Gain

Green-flag clients

Steady work

Low ball

offers

Outdated