## Cryptoverse: A Cryptocurrency Dashboard Ideation Phase Empathize & Discover

Date	5 March 2025
Team ID	SWTID1741156716
Project Name	A Cryptocurrency Dashboard
Maximum Marks	4 Marks

TEAM LEADER
TEAM MEMBER 1
TEAM MEMBER 2
TEAM MEMBER 3

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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 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:**

## **Empathy Map** What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say • enviroment • friends • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles • "wants" / needs • measures of success obstacles © 0 0 http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

