

Ideation Phase

Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID00055
Project Name	Project - Pixel Perfection: Transforming your photos with our cutting-edge image editing platform
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 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.

Says

What have we heard them say?
What can we imagine them saying?

That is
easy to
use

It reduce
the quality
of image

It looks
amazing

I love the
filters and
effects

Taking so
long to
process my
image



Vishal

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

Still my
images are
secured?

How can i
edit my
image?

The website
doesn't
reduce
image quality

Is it
free?

I hope my
image
turns out
okay



Explore the
different
editing
tools



Save and
download the
transformed
images

Upload
the
images

Experiment
with
different
settings

Share the
images on
social
media



Can I
trust?

Excited

Annoyed

Frustrated

Enraged

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?