InsightStream: Navigate the News Landscape
Ideation Phase
Empathize & Discover

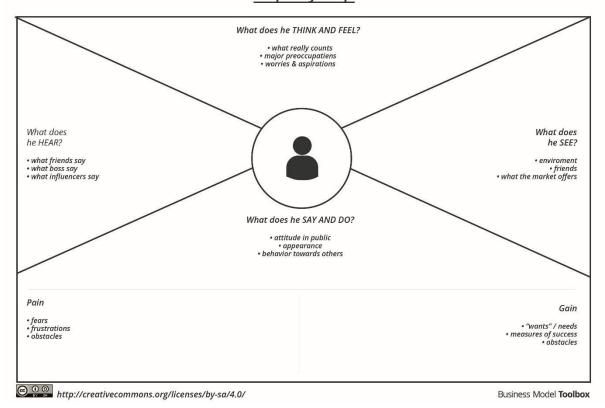|	
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Empathy Map Canvas:

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 preoccupatiens
- worries & aspirations

What does he HEAR?

- what friends say
- what boss say
- what influencers say

What does he SEE?

- enviroment
- friends
- what the market offers

What does he SAY AND DO?

- attitude in public
- appearance
- behavior towards others

Pain

- fears
- frustrations
- obstacles

Gain

- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

Says

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

I just need quick updates.

Thinks

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

I don't have time for long articles.

Shivani Kapoor
Busy Professional

Skims headlines, avoids cluttered news apps.

Frustrated by irrelevant news.

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?

See an example