Ideation Phase Empathize & Discover

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| Date | 31 May 2025 |
| Team ID | SWUID20250172439 |
| Project Name | Social Media App |
| Maximum Marks | 4 Marks |

# Empathy Map Canvas

Understand the needs, frustrations, and behaviors of social media users seeking meaningful, secure, and real-time online engagement through an innovative platform like SocialEx.

# WHO are we empathizing with?

* Social media users who want real-time interaction, privacy, and efficient content sharing
* Students working on collaborative projects
* Digital creators and community builders
* People concerned about privacy on mainstream platforms

# What do they need to DO?

* Communicate instantly with friends or groups
* Save and organize important posts for later
* Share stories or content in engaging formats
* Trust the platform to keep their data and messages secure
* Discover new content and users that align with their interests

# What do they SEE?

* Overwhelming content feeds on current platforms
* Lack of productive tools in existing social media apps
* Frequent data leaks and privacy breaches
* Features scattered across multiple apps, not unified

# What do they SAY?

* “I wish I could chat and share files instantly in one place.”
* “There’s too much noise, I can’t find what matters.”
* “I’m scared my personal chats might be leaked.”
* “Why can’t I save a post and easily find it later?”

# What do they DO?

* Switch between multiple apps for chat, posts, and stories
* Use third-party tools for content saving/bookmarking
* Hesitate to share sensitive content due to trust issues
* Try to grow personal or academic communities online

# What do they HEAR?

* Friends recommending newer, secure platforms
* Media stories about social media addiction and data privacy concerns
* Influencers shifting to alternative platforms with better control
* Peers using social media for academic collaboration

# PAIN

* Privacy concerns and lack of trust in current platforms
* Fragmented tools for collaboration, sharing, and messaging
* Overloaded content streams with low relevance
* Inability to archive or revisit important posts easily

# GAIN

* A secure and unified platform for messaging, stories, and post sharing
* Real-time collaboration features for students and creators
* Reliable post saving and quick retrieval for future reference
* Empowered community building with robust privacy settings