

Ideation Phase Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID00768
Project Name	Perinatal Health Risk
Maximum Mark	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

