MAHENDRA INSTITUTE OF TECHNOLOGY(AUTONOMOUS)

Ideation Phase

Empathize &Discover

Date   23 September 2022
Team ID   PNT2022TMID17282
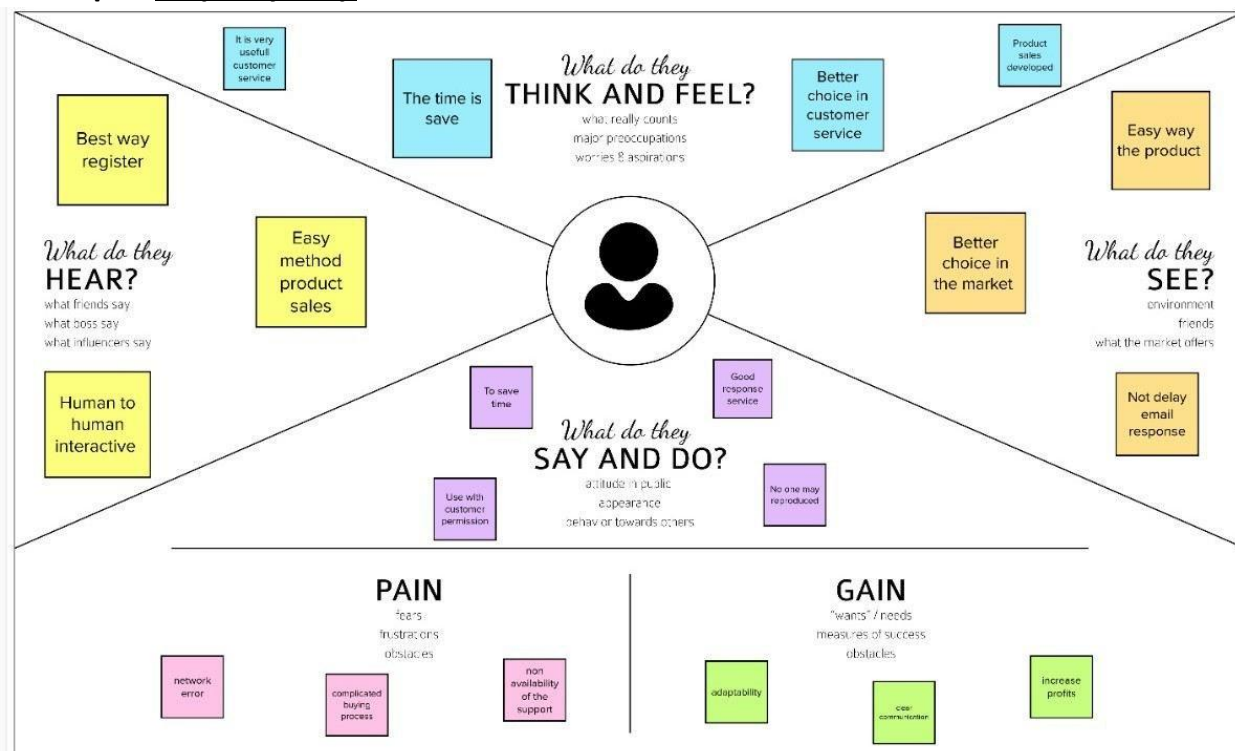Project Name   Customer Care Registry
Maximum Marks   4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-gigest visual that captures Knowledge about a user's behaviour 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 execise of creating the map helps participants consider thingd from the user's perspective along with his or her goals and challenges.

Example: Empathy Map

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