

# 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

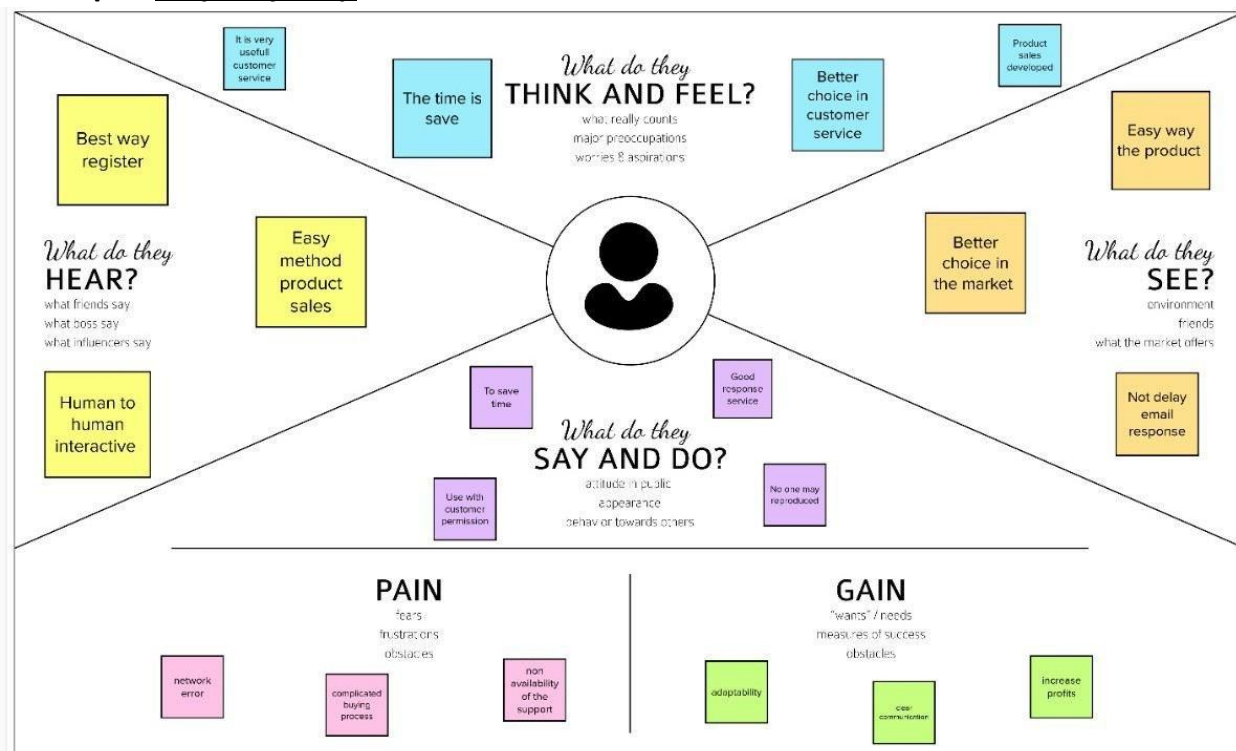
### Empathy Map Canvas:

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 excercise 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>