

2.Ideation Phase

2.2 Empathy Map Canvas

Date	11/02/26
Team ID	LTVIP2026TMIDS36154
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a clear and simple visual framework used to understand the behavior, feelings, and attitudes of users. It helps project teams gain a deeper understanding of the people for whom the solution is being designed. In order to create an effective solution, it is important to first identify the real problem and understand the user experiencing it. Developing an empathy map encourages team members to think from the user's point of view by considering their needs, goals, expectations, and difficulties. This activity allows participants to analyze user experiences more carefully and design solutions that better match user requirements.

