**Ideation Phase**

**Empathize & Discover**

**Empathy Map Canvas:**

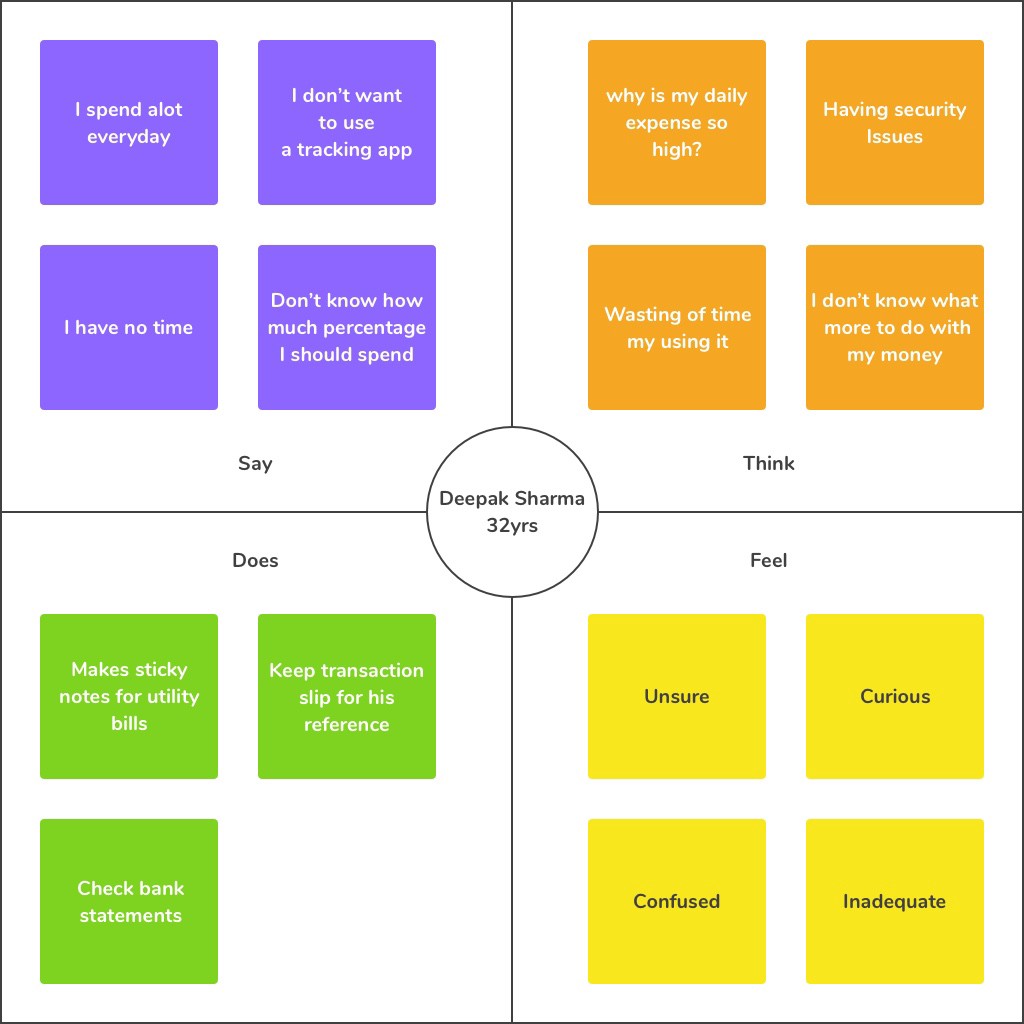
* An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.
* It is a useful tool to helps teams better understand their users.
* Creating an effective solution requires understanding the true problem and the person who is experiencing it.
* The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**Example:**

Diagram

Description automatically generated

**Empathy Map for Personal Expense Tracker:**



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