

Ideation Phase

Empathy Map

Team ID	PNT2022TMID06554
Project Name	Project – Customer Care Registry
IBM/EPBL ID	IBM-Project-27485-1660058005
Maximum Marks	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.

