**Ideation Phase**

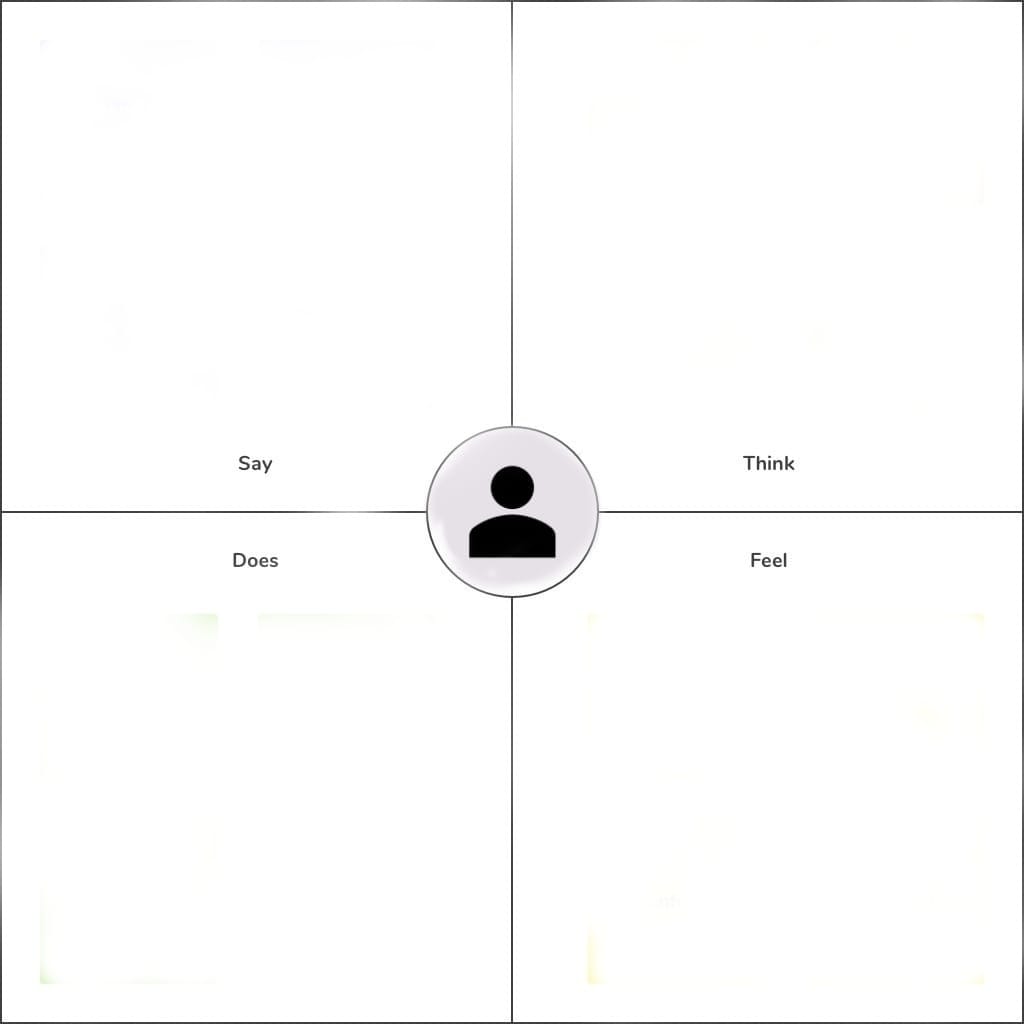
**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 26 September 2022 |
| Team ID | **PNT2022TMID51918** |
| Project Name | Project – Personal Expense Tracker |
| Maximum Marks | 4 Marks |

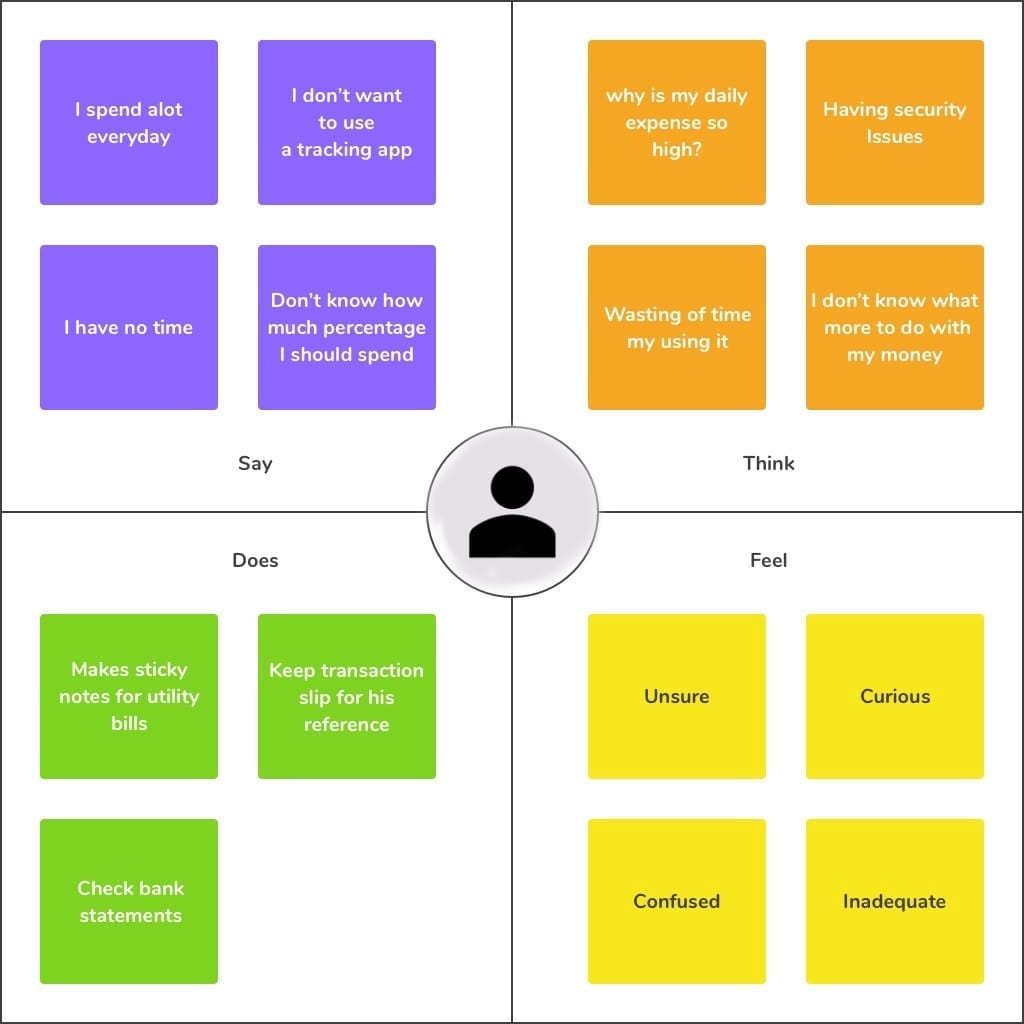
**Empathy Map Canvas:**

* 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 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:**

****

**Empathy Map for Personal Expense Tracker:**

****