

**CookBook: Your Virtual Kitchen Assistant**  
**Ideation Phase**  
**Empathize & Discover**

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**Empathy Map Canvas:**

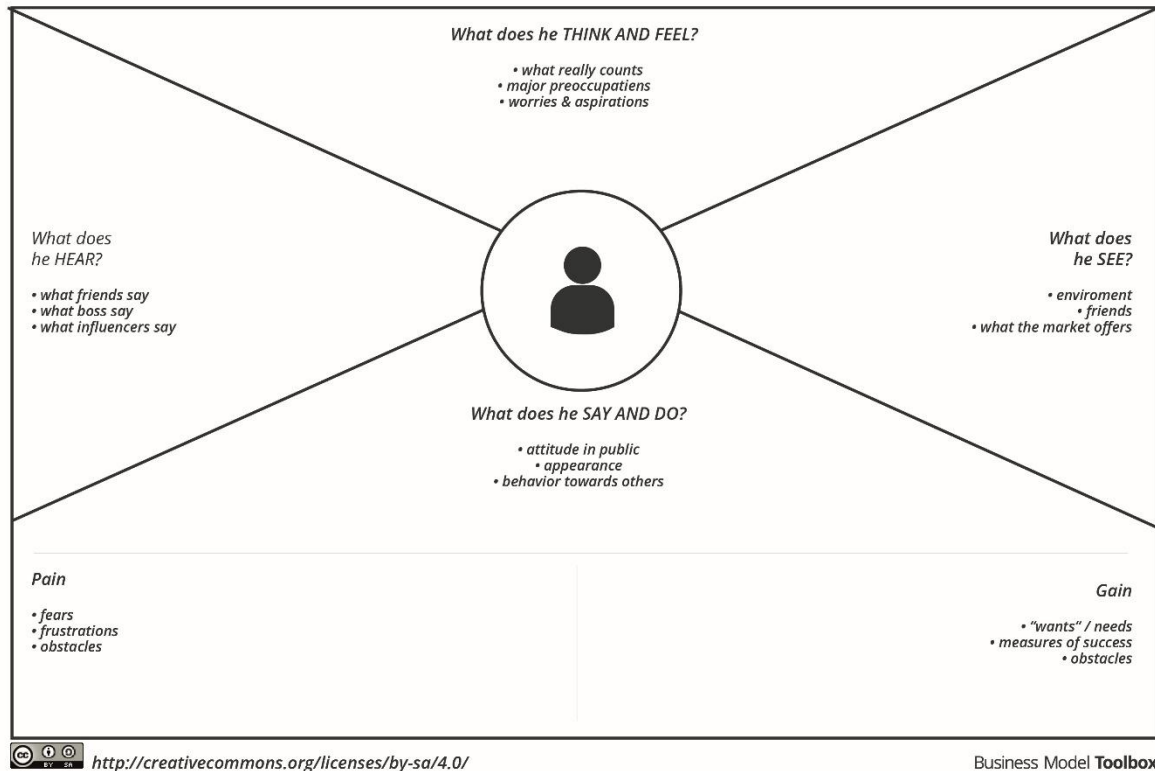
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

**Example:**

## Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



### Says

What have we heard them say?  
What can we imagine them saying?

I need quick recipes.



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Do I have the right ingredients?



**Shivani Kapoor**  
Home Cook

Searches for simple meal ideas.

Happy when a recipe is easy to follow.



### Does

What behavior have we observed?  
What can we imagine them doing?



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)