

Ideation Phase

Empathize & Discover

Date	26 October 2023
Team ID	NM2023TMID11709
Project Name	Food Tracking System
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.

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

Template

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Original created by Lucie Gray at

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
 Who is the person we want to understand?
 What is the situation they are in?
 What is their role in the situation?

GOAL
 What do they want to accomplish?

What do they need to DO?
 What do they need to do to succeed?
 What do they need to do to avoid a goal?
 What do they need to do to avoid a goal?
 What do they need to do to avoid a goal?

What do they SEE?
 What do they see in their environment?
 What do they see in their immediate environment?
 What do they see in their immediate environment?
 What do they see in their immediate environment?

What do they SAY?
 What have we heard them say?
 What have we heard them say?
 What have we heard them say?

What do they DO?
 What do they do today?
 What do they do today?
 What do they do today?

What other things are we looking at?
 What other things are we looking at?
 What other things are we looking at?

What do they HEAR?
 What are they hearing others say?
 What are they hearing from friends?
 What are they hearing from colleagues?
 What are they hearing from colleagues?

What they THINK and FEEL?
PAINS
 What are their pains, frustrations, and obstacles?
GAINS
 What are their goals, hopes, and dreams?

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