

## Ideation Phase

### Empathize & Discover

Date	27 <sup>th</sup> OCTOBER 2023
Team ID	609498-1700929797
Project Name	Vande Bharat Express: Pioneering India's High-Speed Rail Journey
Maximum Marks	4 Marks

### Empathy Map Canvas:

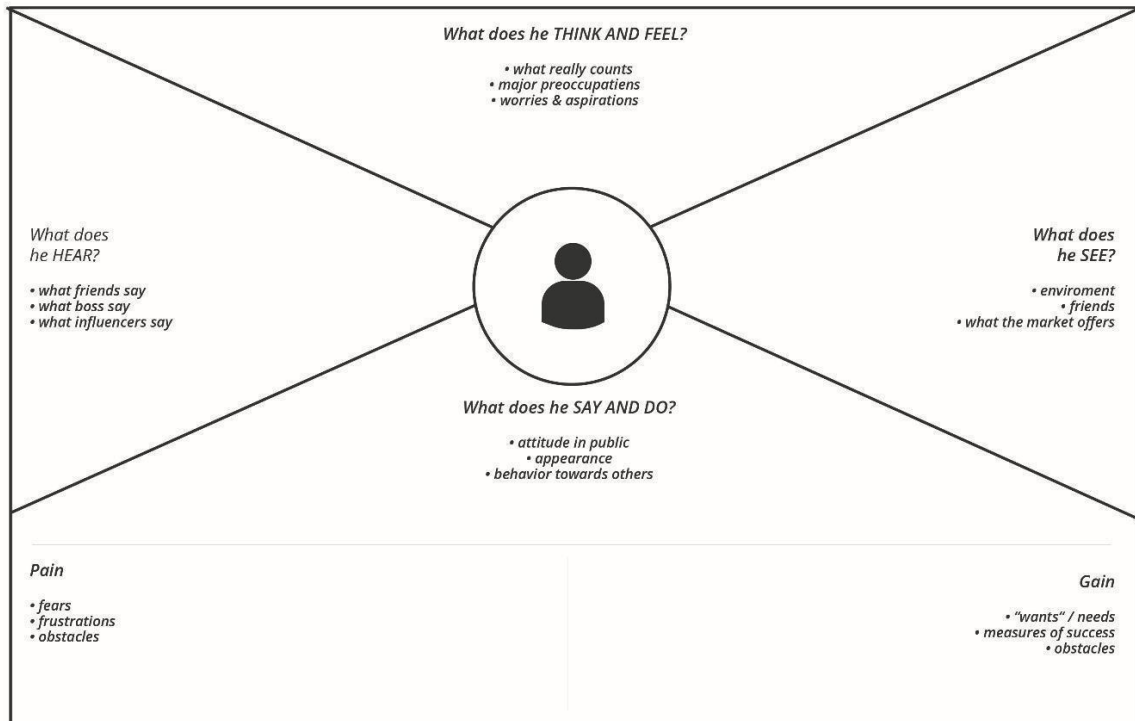
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

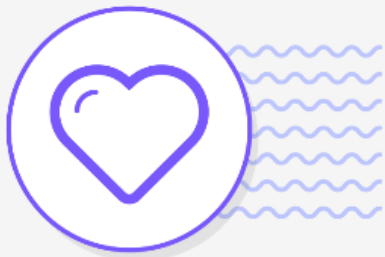
### Example:

#### Empathy Map



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Business Model **Toolbox**



# 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.

Originally created by Dave Gray at

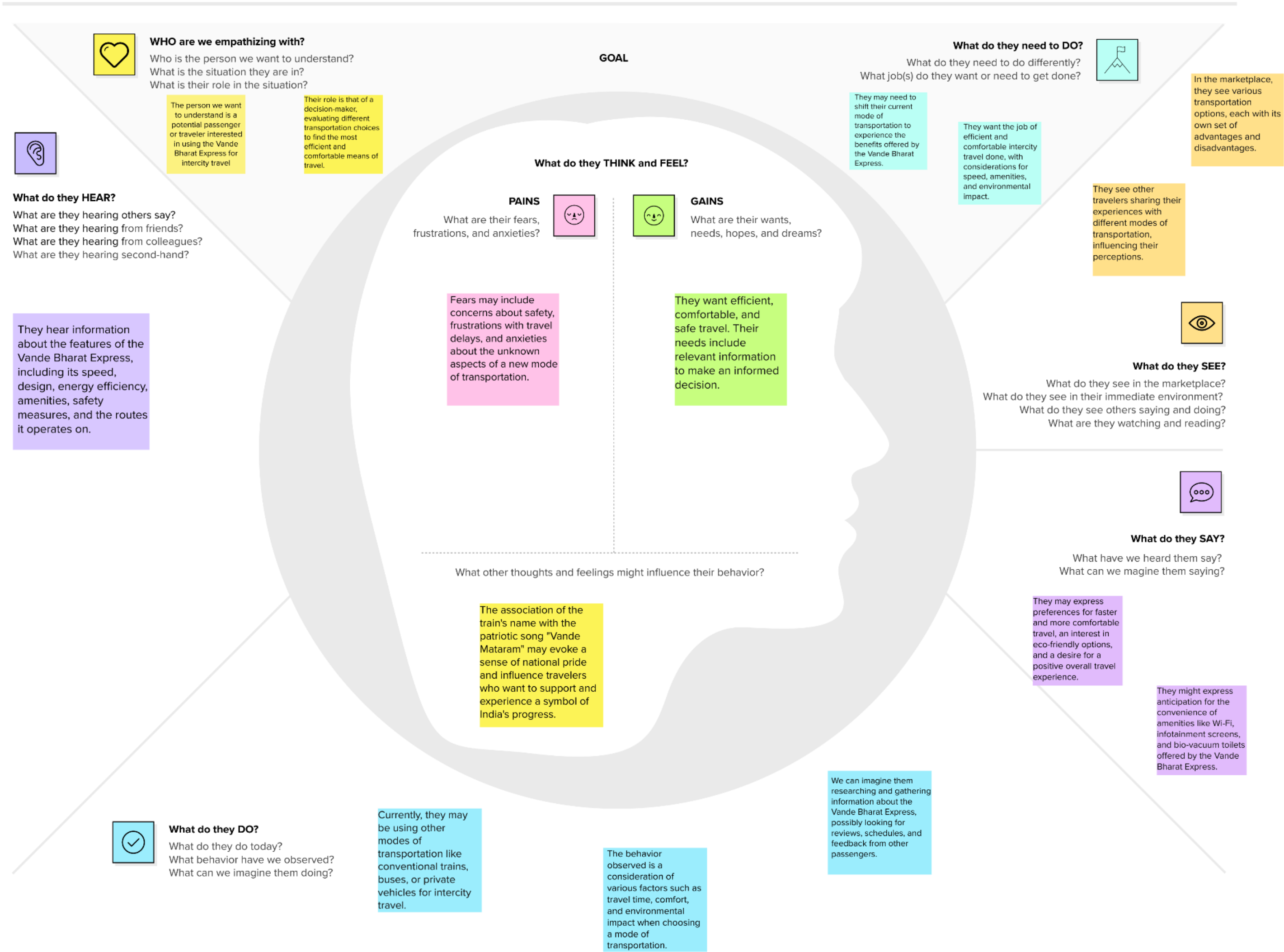


Share template feedback



## 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.



### Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

