# Ideation Phase Empathize & Discover

Date	5 june 2025
Team ID	LTVIP2025TMID60279
Project Name	FlightFinder: Navigating Your Air Travel Options
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.

**Empathy Map** 

### **Example:**

# What does he THINK AND FEEL? \* what really counts \* major precupations \* worries & aspirations \* what friends say \* what friends say \* what hosts say \* what influencers say What does he SAY AND DO? \* attitude in public \* appearance \* behavior towards others Pain \* fears \* frustrations \* obstacles \* obstacles What does he THINK AND FEEL? \* what really counts \* he SEE? \* environment \* friends \* what the market offers Gain \* "wants" / needs \* measures of success \* obstacles

Business Model Toolbox

Reference: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

http://creativecommons.org/licenses/by-sa/4.0/

## **Example: Food Ordering & Delivery Application**

