Ideation Phase

Empathize & Discover

Date	03 Nov 2023
Team ID	NM2023TMID04665
Project Name	Build an Event Management System using Salesforce

EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

1) create a shared understanding of user needs, and

2) aid in decision making