

Ideation Phase

Empathize & Discover

Date	25 October 2023
Team ID	NM2023TMID07251
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a straightforward, easy-to-understand picture that captures information about a user's behaviours and attitudes.

It is a valuable tool for assisting teams in better understanding their users. Understanding the true problem and the person experiencing it is necessary for developing an effective solution. The map-making exercise lets participants consider things from the user's point of view, as well as his or her goals and obstacles.

Example:

