**Ideation Phase**

**Empathize & Discover**

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| Date | 19 OCTOBER 2023 |
| Team ID | B08E533DD75B5B1818E433391AAC3022 |
| Project Name | DRUG TRACEABILITY |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

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| 1.  2.  3.  4.  5. | **Enhancing User-Centered Design** | : Empathy maps help design and    Teams can use empathy maps to    Empathy maps help identify    : In marketing, empathy maps  ntent that resonate with their emotions, thoughts,  Using an empathy map encourages teams |
| development teams put the user at the center of their work. By visualizing the user's experience and emotions, designers can create more user-friendly and effective products or services.  **Improving Communication**:  facilitate better communication and understanding among team members. It's a common reference point that ensures everyone has a shared understanding of the user's needs and perspectives. **Identifying Opportunities**: opportunities for improvement or innovation by revealing unmet needs or unspoken desires of the target audience. **Tailoring Marketing and Messaging** can be used to better understand the target audience and tailor messages and co and behaviors.  **Reducing Assumptions**:  to rely on real data and user insights rather than making assumptions about what the users want or need. |

Empathy maps are a valuable tool for fostering empathy, promoting usercentric design, and enhancing the overall user experience, which can lead to better product development, marketing strategies, and customer satisfaction.

