

## Ideation Phase

### Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID01905
Project Name	Cancer Mortality & Incidence Rates Classification Using Machine Learning
Maximum Marks	4 Marks

#### **Empathy Map:**

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.



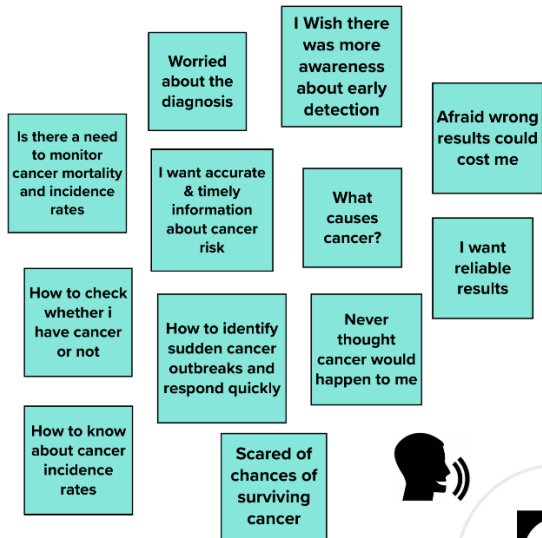
## Build empathy

The information you add here should be representative of the observations and research you've done about your users.

# EMPATHY MAP

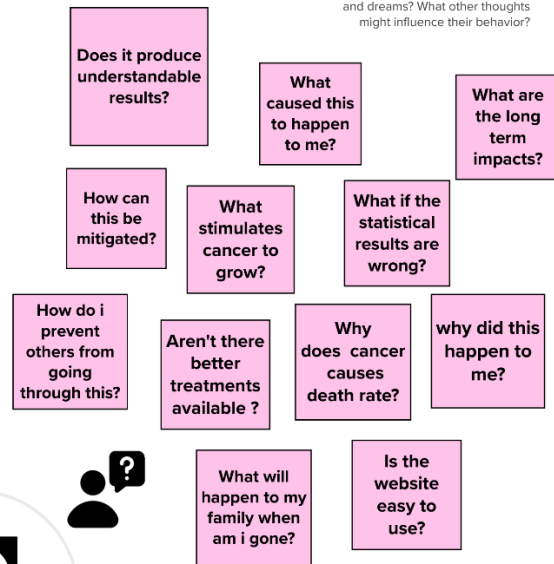
### Says

What have we heard them say?  
What can we imagine them saying?

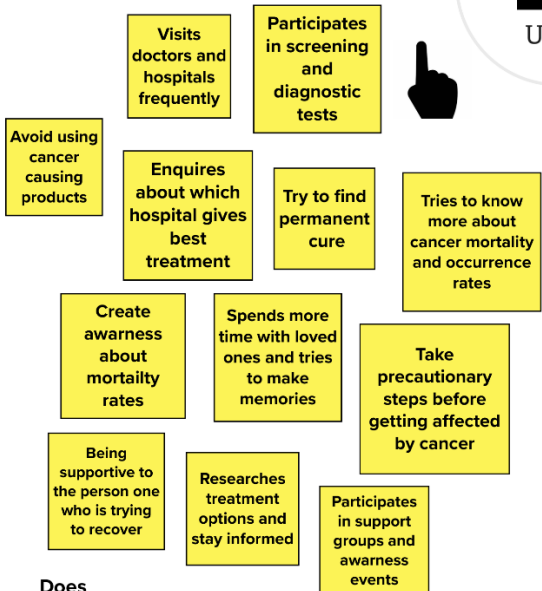


### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

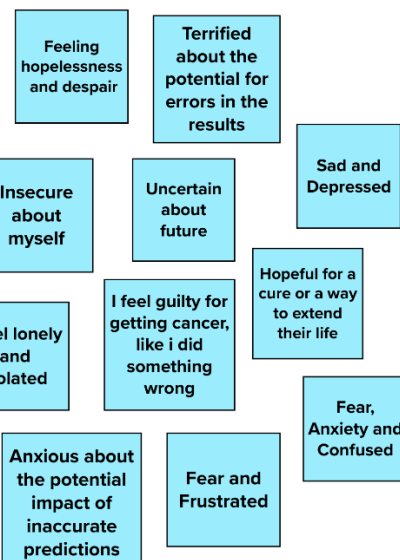


USER



### Does

What behavior have we observed?  
What can we imagine them doing?

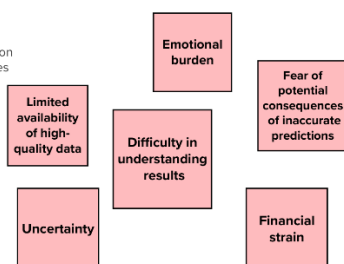


### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

### Pain

- Fears
- Frustration
- Obstacles



### Gain

- wants / needs
- measure of success
- obstacles

