

IDEATION PHASE

Empathize & Discover

Team ID:	PNT2022TMID40050
Project Title:	Smart Waste Management System for Metropolitan Cities

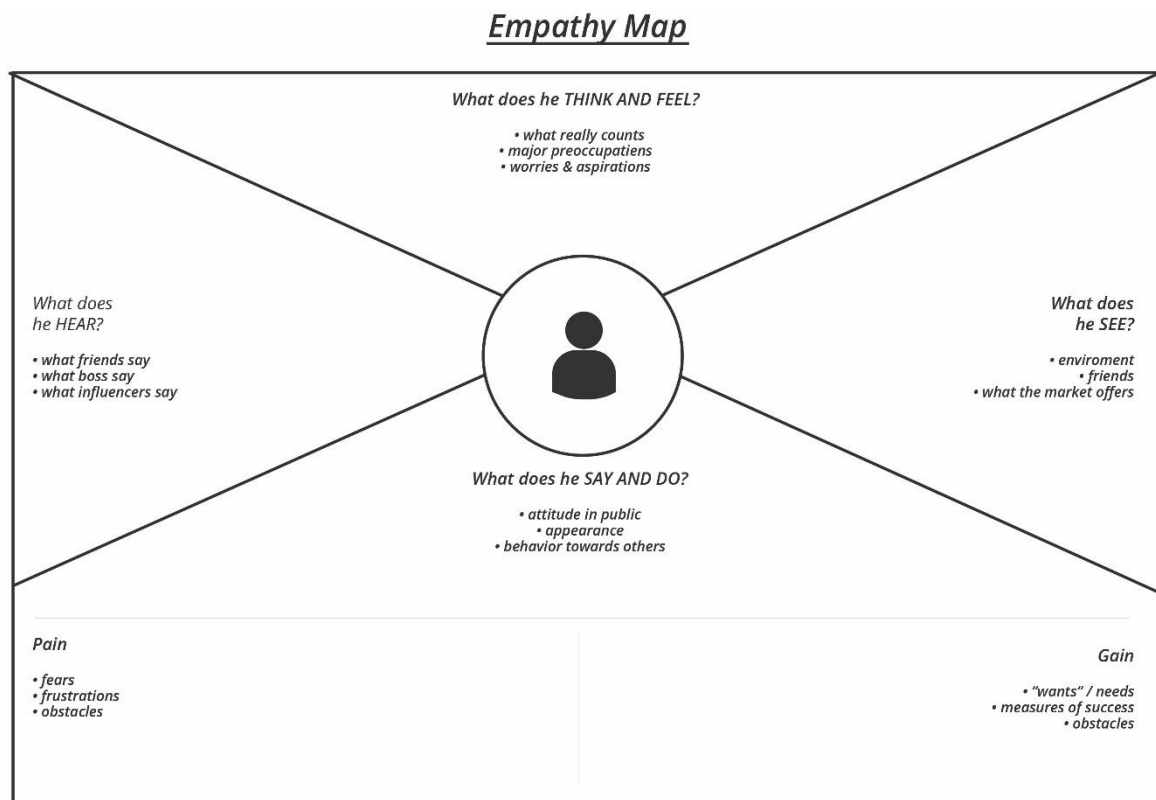
Empathy Map Canvas:

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 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.

Example:



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Business Model **Toolbox**

Example: Food Ordering & Delivery Application

