**Ideation Phase**

**Empathize & Discover**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID53459 |
| Project Name | Project - Early Detection of Chronic Kidney Disease using Machine Learning |
| Maximum Marks | 4 Marks |

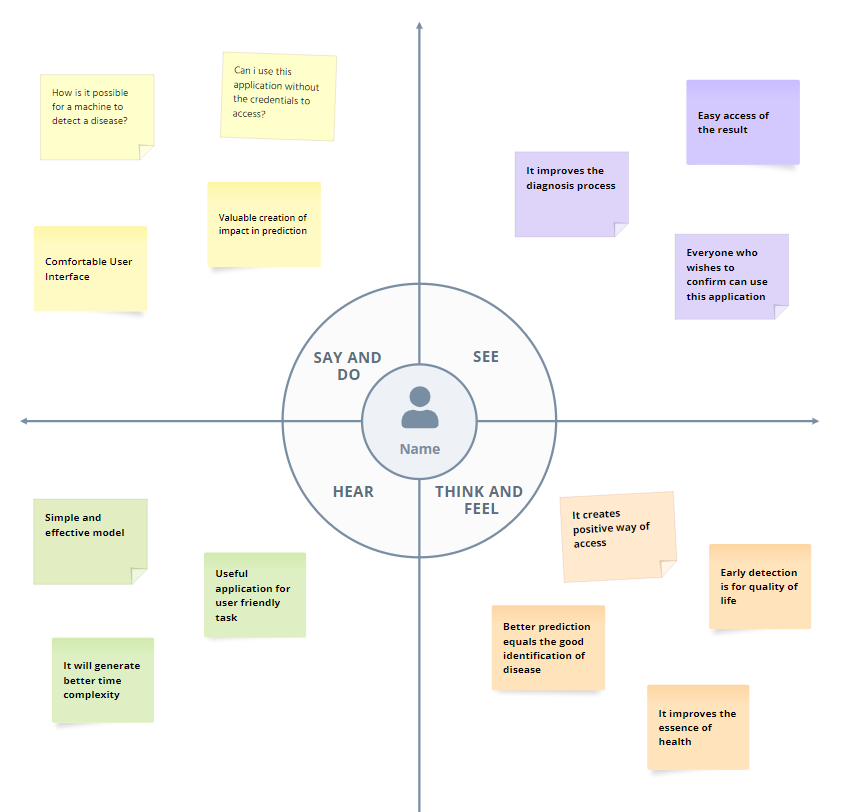
**Empathy Map Canvas:**

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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Reference: <https://www.mural.co/templates/empathy-map-canva>

**Example: Food Ordering & Delivery Application**