Ideation Phase
Empathize & Discover

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Empathy Map Canvas:

An empathy map canvas is a visual tool used in design thinking and user-centered design processes to help teams gain a deeper understanding of their target audience or users. It is particularly helpful for gaining empathy for users and stakeholders. The canvas is typically divided into several sections, each focusing on different aspects of the user's experience and perspective.

It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. When filling out the empathy map canvas, it's essential to base your information on real data and user research. This can include user interviews, observations, surveys, or any other relevant sources of information.

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