

Ideation Phase

Empathize&Discover

Date	01-07-2025
TeamID	LTVIP2025TMID55815
ProjectName	FlightFinder
Maximum Marks	4 Marks

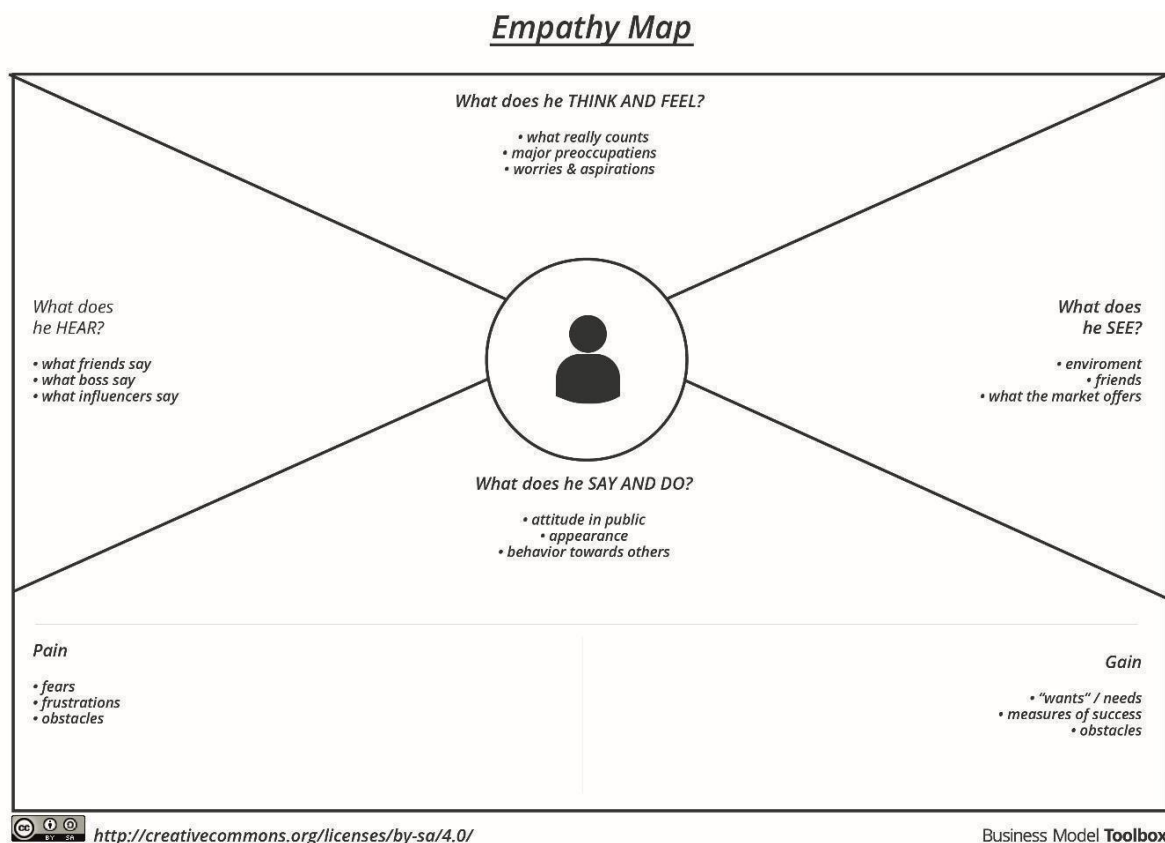
EmpathyMapCanvas:

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:



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

Example: Resolve Now

