

IDEATION PHASE

EMPATHIZE & DISCOVER

Date	14 th march 2023
Team ID	NM2023TMID22089
Project Name	Project –predicting personal loan approval
Maximum marks	5 marks

Empathy Map canvas:

In the ideation phase we have empathized as our client bank and we have acquired details which are represented in the empathy map given below.

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.

Empathy map canvas:



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

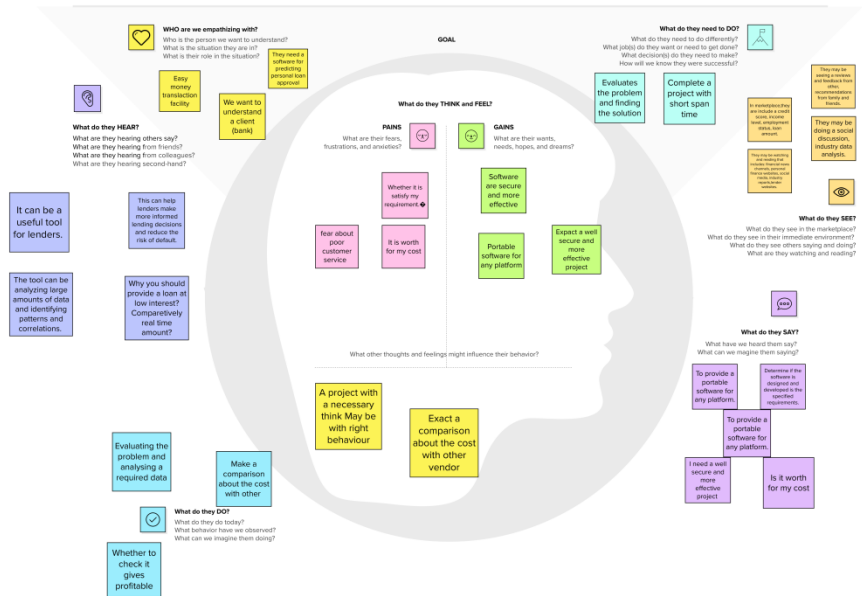
Originals created by Dave Gray et



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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



Need some inspiration?
See a finished version of this template in MURAL your work.

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